

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

**Cultural Effect on Consumer Behaviour and Marketing Mix
for a Global Company-India and Czech Republic Comparison**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Bc. Ashish Kumar

Business Administration

Thesis title

Cultural Effects on Consumer Behavior and Marketing Mix for a Global Company – India and Czech Republic Comparison

Objectives of thesis

The diploma thesis aims to analyze relevant secondary data on Consumer Behavior, Marketing Management and Cultural Differences Effects on global marketing planning and execution. This analysis will be combined with original primary reconnaissance aiming to plan vital and concrete marketing mix to a concrete company, operating both in India and Czech Republic.

Methodology

“Literature Review” part will be elaborated based on relevant secondary data analysis and synthesis.

“Analysis” part will result from relevant secondary data and original primary reconnaissance combination.

Recommended structure:

1. Introduction
2. Goals and Methodology
3. Literature Review
4. Analysis
5. Results and Discussion
6. Conclusions
7. References
8. Appendices

The proposed extent of the thesis

60-80 pages

Keywords

culture, consumer behavior, marke ng mix, marke ng research

Recommended informa on sources

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Declaration

I declare that I have worked on my diploma thesis titled "Cultural Effect on consumer behaviour and marketing mix for a global company-India and Czech Republic" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on

Ashish Kumar

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Cultural effect on consumer behaviour and marketing mix for a global company –India and Czech Republic Comparison

Abstract

Consumer purchasing behaviour relates to the consumer's purchasing behaviour. Many variables, specificities and features affect the person in what he is and the consumer in the process of decision-making, shopping practices, eating, dressing behaviour, talking behaviour, the brand he's buying and the retailer he's going. The outcome of each and every one of these variables is a purchase decision. His culture, his personality leads an person and a consumer his psychological factors, etc. and is affected by cultural developments as well as its cultural and social environment by recognizing and understanding factors that affect their clients, companies have the chance to create a strategy. A marketing message distinctive value proposition and advertising campaigns more efficiently and more in line with the needs and thinking of their target consumers, a true asset to better need their buyers' demands and then boost revenues.

The study also presents the marketing mix approach and its components in the cultural industry, in particular four pieces of marketing as, product, price, place and promotion. The thesis describes the cultural industry's success and its components and then briefly examines the effect of each component on the cultural industry's achievement.

This is the age of globalization, and things are being achieved through the worldwide services. Cultural industry sector must be thoroughly researched,

And the perception and preferences of the consumer. This is understandable due to marketing strategies in the cultural arena, offering the highest service in the recipient ways of increasingly boosting it.

Hence, taking account the importance of its elements in absorbing cultural buyers and keeping them satisfied should be the concern for all marketing managers in the cultural market.

Keywords:

culture, cultural industry, cultural consumption, consumer behaviour, Marketing, marketing mix, marketing strategy

Vliv Kultury na spotřebitelské chování a marketingový mix pro globální společnost – porovnání Indii a Českou republiky

Abstrakt

Spotřebitelské nákupní chování se týká nákupního chování konečného spotřebitele. Mnoho faktorů, specifických a charakteristik ovlivňuje jednotlivce v tom, co je, a spotřebiteli v jeho rozhodovacím procesu, nákupních zvyklostech, jídle, chování při oblékání, chování při mluvení a značce, kterou kupuje, a obchodníkovi, kterého vede. Rozhodnutí o koupi je výsledkem každého z těchto faktorů. Jednotlivec a spotřebitel je veden jeho kulturou, jeho osobností, psychologickými faktory atd.... A je ovlivňován kulturními trendy, stejně jako jeho společenským a společenským prostředím tím, že identifikuje a chápe faktory, které ovlivňují jejich zákazníky, značky mají možnost rozvíjet strategii, marketingové sdělení jedinečné hodnoty předložky a reklamní kampaně efektivnější a více v souladu s potřebami a způsoby myšlení svých cílových spotřebitelů, skutečným přínosem k lepšímu uspokojení požadavků svých odběratelů a následně k posílení prodeje. Výzkum také prezentuje strategii marketingového mixu a jeho prvky, zejména čtyři části marketingu, produktu, ceny, místa a propagace v kulturním průmyslu. Disertační práce popisuje úspěch kulturního průmyslu a jeho prvků a poté stručně studuje dopad každého prvku na úspěch kulturního průmyslu. Toto je doba globalizace a věci se dějí prostřednictvím služeb poskytovaných po celém světě. V oblasti kulturního průmyslu musí být hluboce zkoumáno. A vnímání a preference spotřebitelů. To je pochopitelné, protože marketingové strategie v kulturní aréně, která nabízí nejlepší služby v příjemci způsoby, jak posílit více a více. Vzhledem k důležitosti jeho prvků při vstřebávání kulturních kupců a udržování jejich spokojenosti by proto měly být všichni marketingoví manažeři na kulturním trhu znepokojeni.

Klíčová slova :

Marketing, Kultura, Kulturní průmysl, marketingová strategie, marketingový mix, kulturní spotřeba. chování spotřebitele,

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Chapter 1

1 Introduction:

Every business has two main areas to address and it gives total success to it if it balances that two things. First, Production and secondly, is distribution. If a firm well manages every matter related to production then it said that fifty percent success achieved and the rest can be assured if it well manages in term of sending whatever they produce to target market i.e. distribution. Here the thesis attempt to answers both the critical zones.

1.1 Consumer Behaviour:

Buying behaviour and consumer behaviour is studying how individuals make choices about what they are buying, wanting, needing in relation to a specific product, service or business. It's important for marketer to keep eyes on changing requirements of their target market. Understanding needs, expectations are crucial things for every marketing department, customers likes, and dislikes must be analysed periodically.

1.2 Culture:

Culture is a complex concept which influences virtually every aspect of our lives – both consciously and subconsciously. On the more visible level, our culture impacts the way we greet each other, the traditions we celebrate and the food we eat. Aspects of culture which are less apparent include our beliefs, values and world views which influence the visible parts of culture. (MACLACHLAN, 2009)

Culture is the important element which affect the behaviour of people at large level. Every person has own way of living life, every group have their own culture, same way every state or a nation have specific culture and at a large if differs from country to country. Exchange of culture, international mobility and role of media influences the cultural changes. This understanding help marketer in maintaining existing customers as well as attracting new customers.

1.3 Marketing Mix:

A proper mix of every element can give you a best taste, fragrance and satisfaction. Same way it's equally important to do a proper mix so as maximum marketing target can be achieved. There is a "Seven 'P' Formula" you can use to constantly assess and revalue your business activities once you have established your marketing plan. These seven are: brand, price, promotion, place, packaging, positioning and individuals. As goods, markets,

consumers and needs evolve rapidly, these seven Ps must be constantly revisited to ensure that you are on track and produce the best results possible for you in the marketplace today. (Tracy, 2004)

It is critical¹ to understand consumer behaviour to know how consumers will respond to a new product or service. And it's very crucial for global companies to keep eyes on these changes on regular bases. Here it is very important to understand the concept;

- Why consumers purchase/buy a product or service, it refers to understand the importance of our product in the present market?
- What factors influence consumers' purchases?
- Understanding culture influence on consumer behaviour.
- The changing factors in society in both countries i.e. India and Czech Republic and its effect on behaviour and marketing mix?

Based on understanding - likes, dislikes, the changing requirements of customers, it's essential to keep changes in the marketing mix so as a company can address the all the changing requirements. Active marketer always responds to such changes to sustain in market. There is high level of mobility and fastest mode of communication in present market, so customer of now a day are so smart and know what's best in local market as well as in international market. Culture is also getting influenced tremendously due to such factors and a market that's why makes rapid changes and implementation in their marketing mix.

The thesis describes the cultural behaviour between the two countries INDIA in south Asian market and CZECH REPUBLIC in central European market, as well as brief description of the marketing struggles in both countries for any particular product on which the cultural behaviour of the people from both countries could be demonstrated. It also addresses the use of different marketing mix in both of the country based on respective cultural and behavioural changes of the customer group. And this help a marketer to enjoy profitability in both diverse markets.

What the distinction in them, what are the distinct businesses that are being groomed in both nations, and individuals are distinct from their culture, and we would also concentrate on purchasing difference in both countries' individuals.

¹ Critical refers to expressing adverse or disapproving comments or judgment. Here its used with reference to dynamic nature of human behaviour as its changing day by day and never remain same.

Chapter 2

2. Objectives and Methodology

2.1 Objectives:

- To analyse cultural effect on consumer behaviour in both nations (Czech Republic and India) with reference to KFC food.
- To analysis cultural effect on marketing mix of KFC food

2.2 Methodology:

With reference to research objectives methodology is set to carry out the whole work. First of all, a LITERATURE REVIEW will be done to find out the previous research, research gaps and other part of study related to culture, cultural effects on consumer behaviour and overall effect on marketing mix.

Here the work done on both the Primary as well as secondary data for the process. Primary data help in getting the first-hand information and data which is generated by researcher for the first time. (FOLEY, 2018) Secondary data is that data which already exist, and someone already generated, used and publicly available one. Both the data and use of it helped in research to arrive on right conclusion, and also increased the effectiveness of the research objectives.

2.2.1 PRIMARY DATA

Primary data is collected with the help of close observation, direct interview, with the help of questionnaire. Here researcher used a list of questions is set on a paper and then it mailed to India to few friends to get it filled by those who visits KFC and moving very closely though KFC. It's difficult for researcher to visit INDIA personally and to collect data so this method is adopted. 50 Questionnaire got filled in Ahmedabad city where my close friend lives and works there in KFC, 150 Questionnaire filled in Delhi area which is my own residence from where researcher do belong.

Timing for collecting data; Morning 10 to 12 noon and in the evening time 6pm to 8pm, the data collected from respondents who use to come out from the KFC outlets.

Method of selecting sample; Random sampling method was used for convenience as many

respondents use to avoid giving time to filled out the questionnaire. Majority questionnaire filled but data collector by getting consent from them and dictating questions. **Method of Questioning;** Direct, face to face questions asked to all the respondents and answers were recorded in the questionnaires. All answers were done marked as per their respondent. Here researcher designed questionnaire for both the country and studied the factors affecting consumer behavior with reference to KFC and its services.

The same questionnaire is used here in Czech Republic and data collected directly from KFC food user and other people who visits malls.

Timing for collecting data; Timings were divided into two zones; one is lunch time and second during the evening time as in both the timings there is maximum number of customers visits the KFC outlets. In first sessions data collected between 11am to 2pm and in the second phase data collected between 7pm to 10pm.

Method of selecting Sample: Same as before data collected in India, here also in Czech Republic, random sampling method was used for convenience as many respondents use to avoid giving time to filled out the questionnaire. Majority questionnaire filled but data collector by getting consent from them and dictating questions. Often respondents given more insight in data exploration and researcher spend more time for their more natural views about KFC and other competitors as well. Here 50 questionnaires are filled from Europass Mall which is near to Fashion arena, 50 questionnaires filled near to Deviska circle where there is KFC, King Burger and other food outlets, 50 questionnaires got filled from Zlicin nearby area where there is mall as well as KFC stores and lastly 50 questionnaires filled near Florence and Namesti Republiky area.

Method of Questioning; Same here also as done in data collection in India, a direct, face to face questions asked to all the respondents and answers were recorded in the questionnaires.

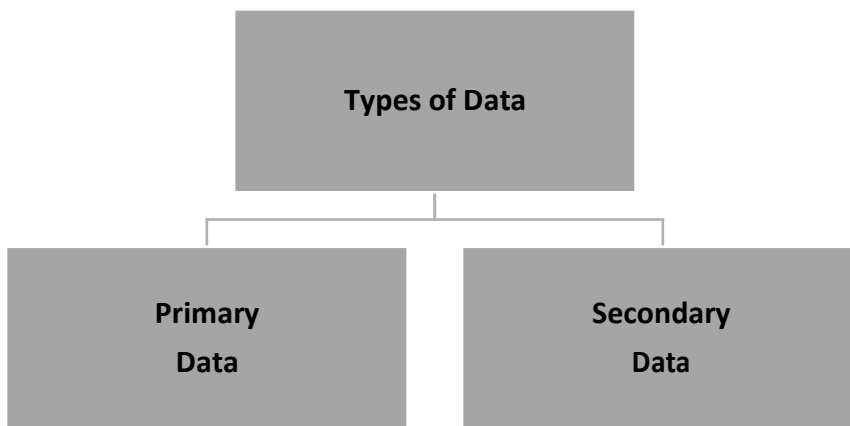
2.2.2 SECONDARY DATA

There are plenty of secondary data available in the market, many researchers already have done study on the similar areas, so here will use the same data for analysis, this called the use of secondary data. There are some previous study, magazine and articles available online, so researcher has used that all for the secondary data analysis.

The methodology of collecting data includes considering the methods that are used for

collecting both the types of data, that is, primary as well as secondary data respectively (Mbachu, 2018). Hence, the methodology that is carried out for collecting data includes conducting surveys for obtaining primary data from the participants about the KFC services that is taken into consideration in the research. It's also considered proper mix of different age group. Mainly it was focused on college group that's of same age group, secondly office people with different background, job position and lastly family was considered for data, so all age, profession and relevant reference groups justified. The methodology adopted for collecting secondary data is through reviewing, evaluating and analyzing different literatures pertaining to the determination of the important factors that impact the consumer behavior. The main focus is given on culture and how it affects the behavior of consumer and finally how the KFC designs its marketing mix. The survey is developed on the basis of a questionnaire shown in Appendix.

Chart 2.2; types of data



Chapter 3

3. Literature Review:

The literature review is based on the latest industry trend on consumer goods, culture behaviour according to their culture in both countries. Consumption on a particular product or services i.e. KFC foods in both countries. The marketing mix strategy for the both nations is carefully examined here. How culture affect that strategy is also carefully examined. The process will describe the consumption behaviour of the people; analysis of organizational policies in both nations, market analysis, look at individuals in both nations in the community, consumer market understanding for a specific product, to provide some alternatives, strategies improvement, development of alternatives. There are different type of research methodology and its design used by researcher for study. Its exploratory, descriptive and causal research study, out of this here researcher used descriptive research design to have some idea and insight about cultural factors affecting consumer behavior with reference to KFC in Czech Republic and in India.

The thesis discusses the study of cultural impact on consumer behaviour and marketing mix of KFC in the Czech Republic and India.

3.1 What is Culture?

culture as traits and knowledge of a particular class of people, group of people, similar languages, customers, religions, social interaction and habits, and many more. (Kim Ann Zimmermann, 2017)

Culture is a term that refers to a large and diverse set of mostly intangible aspects of social life. Culture consists, according to sociologists, of the ideals, beliefs, language structures, communication, and behaviours that people have in common and that can be used to describe them as a group. The material artifacts which are common to that category or community are also included in culture. Culture is distinct from society's social system and economic elements, but it is related to them - both constantly informing them and being informed by them. (Cole, 2019)

3.2 Cultural Levels.

There are three recognized levels of culture in society (Kottak and Kozaitis 2012). Each level of culture signifies particular cultural traits and patterns within groups. **International culture** is one

level referring to culture that transcends national boundaries. These cultural traits and patterns spread through migration, colonization, and the expansion of multinational organizations (Kottak and Kozaitis 2012). Some illustrations are evident in the adoption and use of technology and social media across continents. For example, computers and mobile devices allow people to live and operate across national boundaries enabling them to create and sustain an international culture around a common interest or purpose (i.e., Olympics, United Nations, etc.).

In comparison, national culture is the cultural characteristics and patterns shared within a country. In the form of symbols such as flags, logos, and colors, as well as sounds like national anthems and musical styles, national culture is most readily identifiable. Think about American culture, which is popular only to people living in the United States with ideals, opinions, norms, and symbols? How about those living in Brazil and China?

Subcultures, Subgroups of individuals within the same nation (e.g., physicians, attorneys, teachers, athletes, etc.) are another level of community. There are mutual experiences and common cultural distinctions between subcultures, but they blend into the larger society or cultural structure. Subcultures have their own collection of symbols, meanings, and standards of behavior that evolve through contact with each other. Subcultures create their own self-culture or idioculture that has essential significance for community members and sets social limits for participation and social acceptance. (Griswold 2013). If they are known as jocks, nerds, hipsters, punks, or stoners, think about social cliques. From the objects they carry to the ideals and beliefs they display; every community has a distinct subculture. All groups form a subculture that results in the solidarity of the community and the mutual consciousness of its members.

First, we need to know the customer service organizations and sell the products to their customers, while customers buy the products and services according to their needs and culture. And we also need to analyse the marketing streets in both nations. For instance, marketing mix, their fresh invention to reach the costumer in the technical area.

Their channels toward the organization's functioning towards their costumer and final customers. We're going to concentrate on KFC, its different product and marketing mix.

The use of KFC products in daily life in both nations i.e. India and Czech Republic. The author describes the marketing mix of KFC, how the purchase of both countries' consumers influenced by their cultures.

3.3 Marketing Mix and Consumer Behaviour

Meaning:

The American Marketing Association describes marketing as the operation, collection of structures, and processes for designing, communicating, distributing, and sharing services that are of interest to consumers, customers, partners, and society as a whole.

CORE CONCEPT OF MARKETING

It is made up of wants, wishes, and demands; marketing offers (products, services, and experiences); quality and satisfaction; sales, transactions, and relations; and markets.

1 NEEDS, WANTS, AND DEMAND

NEEDS

The concept of human needs is the fundamental concept for all marketing activities. Human needs are states of felt deprivation. Human needs include water, clothes, heat, shelter, and protection physiological needs. Human needs such as caring and belonging. The other individual needs of human beings are knowledge and self-expression. All these needs are every individual's basic requirements and are not produced by marketing people.

WANTS

When an American needs food, he may want a McDonald burger, whereas, if an Indian needs food, he may want a Pizza, Burger, rice, and coffee or tea. And same way a Czech person of course wants to have meal in KFC. Wants are shaped by the society in which one lives and are described in terms of products that will satisfy needs. The only other distinction between needs and desires is that while there are limited human needs, desires are limitless.

DEMAND

When human needs are backed by purchasing power and ability to buy, it becomes demand. Consumers want goods that they feel better and which will give them full quality and satisfaction based on their needs, desire and purchasing capacity.

2 MARKETING OFFERS

Marketing offers are combinations of goods, services, information, or experiences that are sold to a customer to satisfy a need or desire. Here KFC offers various menu to their customers, they offer

inside their premise, as well as also offers take away or drive through offering to their customers. In broad sense there are different kind of offerings and that's are durable and non-durable and can further divided into perishable or nonperishable. KFC's all offerings are perishable and has limited life, and actually all food items are non-durable, perishable nature.

3 CUSTOMER VALUE

The value of the customer is the difference between the benefit the consumer derives from the purchase and use of a service and the purchasing price. Typically, they shape assumptions about the quality of various advertising offers. This involves the mental process of judging the product's value by the customers and is called the perceived value of the customer. Customer preferences are based on past experience shopping and friends and family members' views. Thus, shaping standards are the commitments made by advertisers and data on similar product offerings from rivals. Therefore, the main task of advertising is to create value and generate value. KFC do extensive advertisements in all the media, viz. electric media, and print media. In electric like indoor, outdoor, in print its covers all newspaper, magazine, etc. KFC spend a lot money after the AIDAS formula which refers to Attention, Interest, Desires, Action and Satisfaction. KFC's customers value its menu as most affordable and highly quality standard.

4 CUSTOMER SATISFACTION

Customer satisfaction with a purchase depends on how well the performance of the product lives up to the expectations of the customer. Customer satisfaction is a crucial factor on people's future purchasing behavior. Satisfied customers are going to buy the product over and over again and tell others about their good buying experience. On the other hand, unhappy customers turn to the goods of a rival and also deter others from purchasing the service. KFC's customers in both the countries are highly satisfied and it can be proved by just seeing the growing numbers of outlets, in Czech and India the customers are also increasing day by day.

5 EXCHANGES, TRANSACTION AND RELATIONSHIP.

Exchange is another key marketing concept. It is the act of obtaining an object that one needs from another by offering in return something else. Two or more people are involved in the exchange process, each side having something that is considered valuable to the other. Marketing occurs when individuals, through exchange, decide to meet needs and want.

6 TRANSACTIONS

Transaction will consist of an exchange of values between the two or more parties involved, and

ownership also changes between the seller and the buyer. For example, a customer pays 500,000 CZK to a Skoda dealer and buys a Car. Similarly, a physician treats a patient and the patient pays him CZK 250 as his fees.

Transactions can be monetary as in the above examples or can also be non-monetary. In the barter system, transactions take place without the involvement of money as only the goods or services are exchanged. KFC has many products i.e. foods and beverages, which are sold at different price level, everyone in Czech and in India can afford it, and its most accepted among students and working professionals due to its most availability and price.

7 RELATIONSHIPS

With a single transaction between the seller and the customer, marketing does not stop. In order to build up a long-term relationship, the marketer wants the customer to be fully satisfied with the transaction. Marketing consists of actions taken to build and maintain desirable relationships of exchange with target audiences that involve a product, service, idea or other object. The aim is to retain customers and grow their business with the company beyond simply attracting new customers and making transactions.

8 MARKET

In common words, a market is a place where buyers and sellers come together to buy or sell goods, as in the case of a market for fish, fruit, or wheat. But in marketing, for a product or service, a market refers to the different groups of consumers. Examples are the general consumer market, the business market, the global market and specific markets such as the teen market, the market for children, the market for working women, the market for insurance, the market for health care and education. A market is the collection of a product's actual and potential buyers.

3.4 Marketing Mix Component:

Definition: Marketing Mix (4Ps)

Marketing blend is a technique that a company uses to target its clients with a product / service offering. Advertising blend technique was generated utilizing the Marketing 4Ps-Product, Location, Cost, Promotion and Service 7Ps-Physical Proof, People, System. Neil Bordon is given the word advertising blend. The term is called marketing mix because it indicates how a marketer blends different elements (Product, Cost, Location, Promotion, etc.) in order to offer the consumer a relevant / just right offer. Marketing mix strategy's key goal is to make the right product with the right advertisement at the right price at the right place.

A) Product Marketing Mix

Product: The product can either be tangible, having independent physical existence (from needle to engine parts) or intangible service (such as in the IT and tourism industries). One of the critical decisions for marketing managers is to launch the right type of product with the appropriate number of variants. Here KFC offers variety of products of different choices targeting on various class of customers with different taste.

Price: a product's price dictates the bid that consumers are willing to offer to purchase the product. The price cannot be too low for the seller to incur losses, nor can it be too high for consumers to be able to afford the product. KFC offers products at very attractive prices, the combo offer, full menu, student's discount all works very well in it marketing mix to attract and maintain customers.

Place: The market is known as the place where the product is sold. Consumers should be able to access the markets. A product's distribution network defines the quality in shops / outlets. KFC food outlets are visible at every intersection of road in Czech Republic, in big malls, popular tourist destination. KFC has aggressive presence in the both the countries so as customers have easy access.

Promotion: The contact process by which the marketer delivers product information is defined as promotion. It included advertising, personal selling, word of mouth advertising, and so on. This concludes with its overview the definition of 4 Ps of marketing (Product Mix).

B) Service Marketing Mix

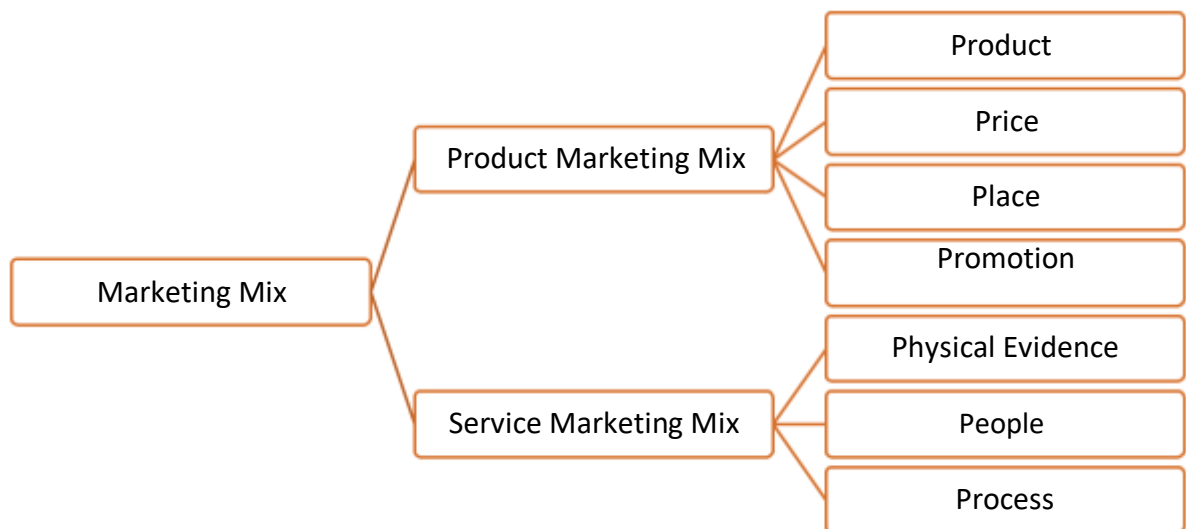
There are specific factors apart from the 4Ps in the case of a product company such as a cafe, mobile network, hospitality etc. The additional Ps is known collectively as the service marketing mix, i.e. physical evidence, people and processes.

5) **Physical evidence:** a service is intangible, but the customer must be reassured that the service has occurred. It may be a service receipt or an invoice. Physical evidence should be positive, meaning that the service should be completed as expected by the customer.

6) **People:** These are the employees who help to provide the service, such as a delivery boy or a taxi driver. They may become the service face; therefore, they are very important, which is why choosing the right people is very important.

7) Process: steps taken to complete / supply the product. The method is very critical. Not only should the system comprise of the positive path, but the detrimental ways to address issues of service delivery should be addressed. e.g. Complain leadership, reverse supply chain, etc. All of this helps to understand the advertising strategy for a service business

Below chart exactly shows how well KFC is in its marketing mix, a perfect combination of every elements can help in winning the market, heart of customers and of course a big market share. Their food is matching as per the need and wants of India and Czech Republic, both the countries culture is different, Indian mainly prefers vegetarian food where in Czech Republic they just recently added a vegetarian option. Consumer behaviour and its affecting elements are very important and that's reason KFC manages its marketing mix accordingly which make it most popular in both the nations. Chart 3.1 Marketing Mix and its components



1.2 Marketing Mix of KFC in India and CZ

KFC or Kentucky Fried Chicken is one of the leading fast-food chains in the world. The company boasts a solid marketing mix which has remained unbeaten by its competitors. The article talks about the 4Ps of Marketing Mix of KFC and the strength of its product, price, place and promotion strategies.

1. PRODUCT:

KFC, an American fast-food restaurant chain specializes in fried chicken. KFC's original product is pressure fried chicken pieces, seasoned with Sanders' recipe of 11 herbs and

spices. KFC adapts its menu internationally to suit regional tastes and there are close to 300 menu items present worldwide, Eg: In Islamic and middle eastern countries the chicken served by KFC is halal. In India, in order to cater to vegetarian customers, KFC offers Veg Burgers and Veg Rice bowls. KFC Chicken Zinger burger is KFC's best-selling product. In American states, KFC sandwich is its best-selling product.

2. PRICE:

The target audience of KFC is middle and upper middle class and price their products accordingly. There are different pricing strategies that KFC uses for its products and its variants.

Optional Pricing: Optional pricing is basically used by companies to attempt to increase the amount customers spend once they start to buy. Optional 'extras' increase the overall price of the product or service. In KFC's case, customers can buy the main items present in their menu and can then opt for "extras" or "sides" like drinks or desserts which go well with the main item that they purchased. The end result is that the customer ends up paying for the main item that he/she wanted to buy and also for the add-ons.

Bundle Pricing: KFC bundles different products together and offers it to customers at a slightly lower price. KFC provides different combo offers to its customers and also provide an option to its customer to make the combo of their own choice.

3. PLACE:

KFC uses a combination of Franchise outlet system as well as company-owned outlets. There is a total of 20,000 + outlets in 150 + countries that KFC has outlets in all the major cities. Customers can visit these outlets and enjoy their products/Items and can also order online and get their favourite chicken delivered to their doorstep.

Online Channels: KFC provides an option to the customer to order food online through the KFC website and can also order KFC food from leading food ordering apps/websites that KFC has partnered with.

4. PROMOTION:

Promotion plays an important role in the marketing mix of KFC, the company uses a proper mix of ATL, BTL and Digital channels for creating awareness and promoting their products.

(ATL refers to Above the line i.e. wide target audience and BTL refers to Below the line i.e. specific audience) It is the strong product portfolio that makes it different from its competitors. KFC uses all media like TV, hoardings, print, online ads etc for its promotion. KFC has a strong social presence will also allow it to interact and engage with its customers and get better insights about their products and other services. KFC also uses their outlets to the maximum extent to promote their new offerings.

Colonel Sanders has been a prominent component of KFC advertising until his death in 1980 and still remains a key icon in all their promotions.

"North America's Hospitality Dish", "We fix Sunday dinner seven nights a week",

were some of the slogans which the company used before 1956 and then moved to ***The "finger-lick in' good"*** slogan from 1956, which went on to become one of the best-known slogans of the 20th century.

3.5 Product in the Marketing Mix of KFC

- Streetwise: Veg Snacker, Chicken Snacker, Snack Box, Rizo Rice, Rizo Gravy, Mini Krusher,
- Snacks: Popcorn Chicken, Hit Wings, Boneless chicken strips
- Veggie Selection: Veg Snacker, Veg Zinger, Veg Strip with Salsa
- Toasted Wraps
- Burger: Veg Zinger, Chicken Zinger, Tower Zinger
- Box Meal
- Chicken Delight: Fiery Grilled, Hot and Crispy, Original Recipe
- Bucket Chicken
- Signature sides: Corn on the cob, Coleslaw, Fries
- Krusher: Frappe, Iced Mochaccino, Iced Kappucino
- Desserts: Soft wirl, Choamor, Brownie Sundae

3.6 Price in the Marketing mix of KFC



KFC follows both optional pricing and mixed bundling pricing. A consumer can buy dishes from the basic menu and go for add-ons (Optional pricing) and there are combo offers which comprise a mix of items. The pricing of products ranges approximately from 25 Rs. to ~675 Rs. KFC has variety of options in each category, For e.g.: In Bucket, there are menus

with 8pcs, 12pcs and also 12pcs variety bucket (Hot & Crispy Original Recipe and Chicken Strips).

3.7 Place in the Marketing mix of KFC

KFC initially opened its outlets in metros and Tier I cities, now it has gradually moved to Tier II cities where the buying power is one the rise due to rapid urbanization. KFC has its outlets in all major cities and has overtaken Pizza Hut in Quick service restaurants. By the year 2025, KFC is expected to have more than 800 outlets in India.

3.8 Promotions in the Marketing mix of KFC

KFC does promotional activities by offering add-ons to the existing menu, gift coupons, T-shirts, Kids meal etc. KFC promotes its products through LCD displays kept inside its outlets which promotes their products and kindles desires among consumer. India being the country with largest youth population has favoured the growth of KFC and it has become the fastest growing fast-food chain in India pushing aside McDonalds' and Pizza Hut.

KFC Marketing Mix Strategy 7Ps Analysis

Posted by Henry Davis on Jan 10 2018

KFC needs to develop marketing mix strategies to achieve its desired results within the market that it serves. By developing strategies that address the various aspects of each element, KFC will be able to achieve its broad marketing strategy. An analysis of the 7 elements of the marketing mix and recommended strategies among each for KFC are as follows:

Daily Menu and photo gallery:

Table 3.1: Daily Menu

Menu	Price
QURRITO menu - Qurrito, velká porce hranolků a bezedný nápoj	119 Kč
TWISTER Menu - Lahodný Twister, velká porce hranolků a bezedný nápoj	119 Kč
LONGER Menu - 2x Longer™ sendvič, velká porce hranolků a bezedný nápoj	99 Kč
ZINGER Menu - Výborný Zinger™ sendvič, velká porce hranolků a bezedný nápoj	119 Kč
MEGA POCKET Menu - Mega Pocket H&S nebo nepikantní s velkou porcí hranolků a bezedným nápojem	135 Kč
TEXAS GRANDER Menu - Velikán Texas Grander™, velká porce hranolků a bezedný nápoj	135 Kč
BRAZER Twister menu - Brazer Twister, velká porce hranolků, bezedný nápoj	119 Kč
STRIPS Menu - Tři kusy šťavnatých Hot & Spicy™ stripsů, velká porce hranolků, omáčka a bezedný nápoj	99 Kč
Classic Menu – Dvě porce kuřete, velké hranolky a bezedný nápoj	119 Kč
HOT WINGS Menu - Pikantní křidélka Hot Wings™, velká porce hranolků a bezedný nápoj.	99 KC

3.9 Buyer Decision Process

1) Problem Recognition: Need identification the process of purchase begins when the purchaser recognizes a problem or need. It can occur internally, such as hunger, thirst, etc. or externally, such as looking at items in the shop, buying from the neighbor, etc. The circumstances must be identified by marketers when they arise.

Marketers can identify the most frequent stimuli that spark interest in a product or category by collecting information from a number of consumers.

2) Information Search:

He starts searching for the information here at this stage of process customer when he feels he needs to be satisfied. He / she is trying to gather more and more information in order to be able to go for the best product that meets the need. An individual receives information from four sources:

- a) **Personal Sources:** Family, friends, neighbors, acquaintances.
- b) **Commercial Sources:** Advertising, salespersons, dealers, packaging, displays.
- c) **Public Sources:** Mass media, consumer-rating organizations.

Through gathering information an individual comes to know about competing brands and their features.

3) Evaluation of Alternatives:

After all the different product consumer information is passed through the evaluation process. He / she is contrasting the product on several grounds at this point. There are several methods for making the decision.

The customer sees each product as a package of features with different capabilities to provide the benefits and fulfill this need. Interest buyers ' attributes vary by product: Cameras: Picture sharpness, camera speeds, camera size, price.

- Hotels: Location, cleanliness, atmosphere, cost.
- Mouthwash: Color, effectiveness, germ-killing capacity,
- Tires: Safety, life, ride quality, price.

4) Purchase Decision:

The customer shapes preferences among the brands at the evaluation stage. It may also be the consumer's intention to buy the most preferred brand. And eventually the customer goes to buy the item which offers maximum benefits.

5) Post-Purchase Behavior:

The consumer will experience some degree of satisfaction or dissatisfaction after purchasing the product. Post-purchase behavior will also include the user. When the item is bought, the role of the marketer does not stop, but continues into the post-purchase era. This means more important than sales are the happiness of customers.

3.10 FACTORS AFFECTING BUYER BEHAVIOUR

The main factors affecting buyer behavior are as follows

- (a) Economic factors**
- (b) Psychological factors**
- (c) Social factors**
- (d) Personal factors**
- (e) Cultural factors.**

(a) ECONOMIC FACTORS

Next, economists clarified economic factors influencing the actions of buyers. Economic theory is based on the assumption that buyers have full market knowledge and spend their

income in such a way that they get maximum utility. The key factors that affect the actions of buyers are:

- (1) Disposable Income:**
- (2) Size and Income of the Family**
- (3) Expectation of Income:**
- (4) Credit Facility:**
- (5) Discretionary income:**

So, if we see here from the both country and their consumer point of view then KFC is offering the different products at very good price and everyone can afford it. Most of the people who loves chicken do prefer KFC for the lunch time, even in evening time they prefer to sit in KFC. KFC also offers very good discount to students and teachers. Every student with an ISIC get a good deal on meal and it saves a lot from their pocket money, that's why students also loves to visits KFC. This specific activity is influenced by the economical factor and its study on the consumer behavior.

(b) PSYCHOLOGICAL FACTORS

Psychology is a human mind science. His information can be helpful in translating human behavior in specific directions. The emotional behavior affecting consumer behavior is as follows:

(1) Basic Necessity:

Food, thirst, sleep, shelter, clothing etc. are the basic necessities. People are trying to fulfill these needs in any way. Most people spend most of their time meeting these life needs. Maslow's hierarchy of needs theory is most common among the theories of motivation. In a hierarchy, Maslow had ordered human needs from the most urgent to the least urgent. They're the following:

- (I) Physiological Needs:
- (ii) Safety needs:
- (iii) Social Needs:
- (iv) Esteem Needs:
- (v) Self-actualization Needs:

(2) learning:

Buyers decide to behave in a particular way in a particular situation on the basis of past experience. This is called 'learning'. They learn from their experience. 'Learning is the name given to changes in an individual's behavior arising from experience.' A marketing manager

can therefore increase sales by bringing to the notice of customers, the same features of his product as those of his other more popular brands.

(3) Attitudes:

An attitude describes a person's feeling or tendency towards some product or firm. For instance, most people were of the opinion in the past that LPG Gas Kit for cars were risky and hence their attitude towards this product was negative. Thus, attitude creates likes or dislikes and moves people towards or away from a product. And same way in India, KFC was marked as Nonvegetarian food outlet, so majority of customers were not entering in KFC though it was offering vegetarian foods to Indian customers. But then the way KFC started advertising its started changing the attitude in Indian market.

(4) Perception:

Perception can be defined as the way in which an individual reacts to or interprets a thing or a situation. For instance, if a company advertises its product extensively on radio and television and also in newspapers and magazines, one individual may feel that the product must be inferior in quality and that is why it needs so much publicity. At the same time, some other individual may feel that the product must be of good quality and produced by a firm of repute that is why it can afford such an expensive publicity campaign. Thus, different individuals can have different perception of the same situation. As regards price also, perception differs from individual to individual. If price is high, some people will reject the product on the ground that it is too costly. While some other persons will welcome it on the ground that since its price is high, its quality must also be high. And as KFC foods prices are so attractive its highly accepted in both the countries.

(5) Personality:

Personality does not mean external appearance; there is something more in it. The habits, self-confidence, fearlessness etc. are also a part of an individual's personality. Some people are conservative and timid, while some are venturesome and dashing. Some people are hesitant, while some are aggressive. Thus, different buyers have different personalities. The buyer behavior depends on personalities also. KFC is a food offering company and as we seen earlier it's a part of basic food, everyone likes it, Indian like to go in KFC as its match with their personality, but middle and lower class people hesitate as they find little uncomfortable with their personality, while in case of Czech Republic, everyone likes to go there as most of the people have natural personality and their citizen believes in a transparent and common, natural life without of any show off nature.

6) **Occupation:**

An individual purchases goods according to his occupation. For example, the mechanic prefers to put on dark colored clothes and purchases a Tiffin box; white-collared people go for a better-quality cloth. The marketing manager can expand sales by appealing to individuals' interest in their job or occupation.

In present time, everyone is busy in their job and profession. Even the lifestyle in India is also changing a lot, now most of the family members are working as they need to contribute in livelihood expenses. Food is the basic necessity and without food no one can work not concentrate in work area, this boost the consumption rate at such places like, KFC, McDonald, King Burger, etc. KFC benchmark in such a way so every professional, different personality people accepted KFC in both countries.

(c) **SOCIAL FACTORS**

Human behavior is shaped by the society he lives in. Hence marketing managers should be aware of the social factors that influence buyer behavior. The social determinants of buyer behavior are as follows

(1) Reference Groups Reference groups are those social groups which directly or indirectly influence the attitudes and behavior of individuals. Groups having a direct influence on a person are called primary groups. These are groups to which the person belongs and interacts. Some of these groups are primary groups such as family, close friends, neighbors and co-workers.

(2) Contribution of the Family: The family members' contribution in the purchase of a product is very important. Generally, a husband makes purchases for the family. The wife is the main purchasing agent for the family especially in the field of food, clothes, soaps, powder etc; while husband is the main buyer for the family in the field of expensive products and services, such as refrigerators, television set, life insurance and bank services. In the case of furniture, houses, entertainment services etc. husband and wife jointly take decisions. The chocolates, toffees, biscuits, toys and books are purchased according to the tastes of children. But when children grow up, they prefer to purchase themselves what they want.

(3) Social Groups: The society is made up of different groups of people. The classification of people into different groups can be on the basis of castes, each group having different customs and traditions. While devising a marketing strategy, the marketing manager has to keep in mind the social classes and their distinct characteristics.

On the basis of economic condition, a society can be divided into following groups

(a) Upper most Class:

(b) Upper Class:

(c) Upper Middle Class:

(d) Lower Middle Class:

(e) Poor Class:

(4) Roles and Status Individuals participate throughout life in many groups such as family, clubs and organizations. An individual has a definite status and role in each group. In the family, he enjoys a status of a father, son, brother or husband. In a firm or a company, he holds the status of a manager, official or employee. In a club, he plays the role of a secretary, chairman or treasurer. This role or status also affects his buying behavior.

KFC in both countries make its marketing mix in such a way that is accepted by all classes of society, different classes of economic status, whether a middle-class person or a rich person, all have their different menus and KFC attracts them all.

(d) PERSONAL FACTOR

Personal characteristics also influence the buyer's decision. Some of the important factors are buyer's age and lifecycle stage, occupation, economic situation, lifestyle and personality and self-concept.

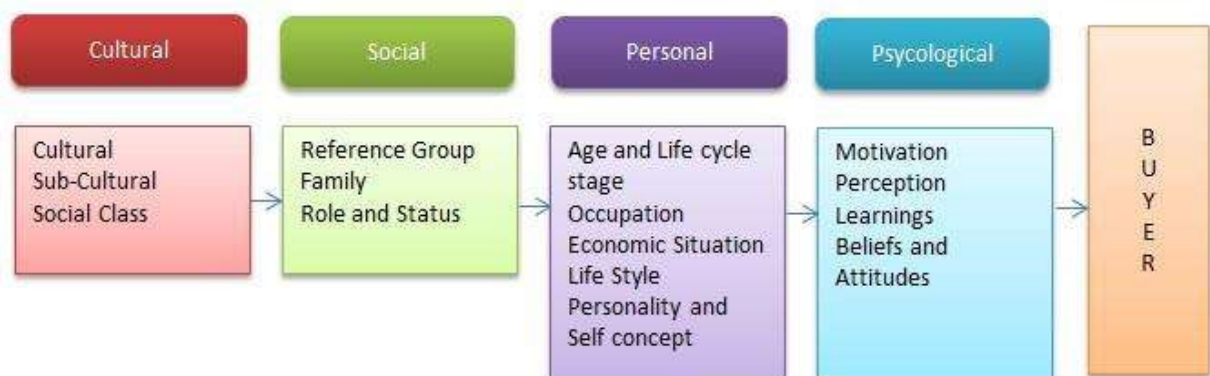
(1) Age and Life-cycle stage: During their lifetime, people change the goods and services they buy. In their early years, they eat baby food, in their growing and mature years they use delicious and spicy foods and in their later years they use special diets. Peoples' taste in clothes, furniture and recreation also changes according to changes in their age. Consumption or buying is also influenced by the stage of the family lifecycle. Nine stages can be enumerated of the family lifecycle. Marketers should identify their target-markets according to their family lifecycle and develop appropriate products and marketing plans.

(2) Occupation: A person's occupation affects the buyer's purchasing decision, e.g. workers will buy work clothes, work shoes, lunch boxes etc. While a company president will buy expensive clothes, Air travel, club membership etc. Marketers should identify such occupations. Groups and specialize in making products required by a given occupational group.

(e) CULTURAL FACTORS

Culture is all about way of living life. Every place, city, state and country have its own culture and while addressing the need, want and demand a firm must take into consideration of the culture. If they do the marketing mix according to consumer behavior, which is influenced by many factors, among which culture is a critical point for marketer. So, here in this research study, focus

is given on the culture. Culture is the most fundamental determinant of man's needs and behavior. In fact. Man's lifestyle, customs and traditions, preferences and beliefs are all shaped by the culture of the society he lives in. KFC always do examine the culture of both the country and accordingly manage its marketing mix. In India people do breakfast in their house, with the family members, and dinner also they takes in their home, so mainly the business of KFC is much during the lunch time in India, while in Czech Republic, there is culture of nuclear family, and professionals have early working hours, while in India the working hours starts normally by 10am in the morning, so in Czech during the breakfast, or in morning one can find good number of customers in their outlets, and same way the major business happens in lunch time and during late evening time period. Now, let's see some of the important part of the culture factors, the chart mentioned below explains the various factors affecting consumer and its behavior, also let's see what it includes in it which need to be taken into consideration while studying cultural factors, and designing marketing mix. By studying and understating consumer, their behavior, KFC is much able to reach its final marketing mix decision which make it most successful in market.



Now, let's see the other important area which shapes culture in a particular country.

(a) Comfortable Life: In modern times, the tendency is towards seeking a more comfortable life. People like to buy grand bungalows modern furniture and entertainment etc. Urban people are now more conscious of civilized life, while rural population is also influenced by urban way of living. There has been an increasing demand for products which make human life comfortable. Based on this KFC provides free delivery to consumer places, they have their presence at all the places and provide ease in term of availing food at their own place also.

(b) Changes in Family Life: Some revolutionary changes have been witnessed in the family life since last few years. The joint family system is gradually declining and small families are coming up. People are becoming more and more conscious of the need for family planning and certain products to meet this new awareness are in demand now.

(c) Change in the Role of Women: The literacy ratio among female is increasing in India. As a result of the introduction of the scheme of free education for girls in most of the states in India, the ratio of girl students in the field of higher education is also moving up. The educated women prefer now to take up jobs, and consequently, the demand for timesaving home appliances like washing machines, cookers, electric grinders etc. is increasing fast nowadays. In country like India where woman were just taking care of their family, now they are equally contributing in the work, in earning and other similar task, woman also working now a days, so its an opportunity for few companies like KFC, which are providing food at lower price, having presence everywhere, free delivery at place, and most importantly authentic food to all.

(d) Increase in Leisure Time: The number of hours of work per week is on the decline. On the acceptance of the five working days a week proposal by the Central Government of India, more leisure time is available to the employees, therefore, they are now more think about club recreation, television and Computer-internet surfing, tours and journeys, games and visits to the friends and relatives etc. Hence there has been an increase in the demand for fast foods, sports wares, entertainment, movies, television sets, books and magazines, newspapers and drinks etc.

(e) Changes in Fashions: Fashion is a distinct feature of human civilization. Changes in fashions are reflected in human behavior. Fashions determine the demand for a number of products. And changes in fashions are transmitted to the mass of people within a short time due to wide circulation of newspapers and magazines. Increasing use of television and movies etc. The buyer behavior is also affected by these changes.

(f) Sub-culture Groups: There are four types of sub-culture groups:

Nationality groups, religious groups, racial groups and geographical groups.

(i) Nationality Group: The American society contains various nationality groups, exhibiting different tastes and preferences. This diversity is reflected in the variation in the pattern of their purchase and consumption.

(ii) Religious Groups There are many diverse religious groups in a country, Due to the differences in their customs, dressing, lifestyle and beliefs, their buying patterns would be different.

(iii) Racial Groups: Racial groups are the product of caste system which has been in force since the beginning of human civilization. These groups also have distinct cultural styles and attitudes and have considerable influence on buying habits.

(iv) Geographical Groups: The geographical groups like Czech, Spanish, Italian etc. have different lifestyles, customs and pattern of consumption.

Chapter 4

4.1 A short description about both of the countries, India and Czech Republic.

India is the one country in the world called with four names.

- HINDUSTAN
- INDIA
- BHARAT
- ARYABARTH



India is the world's second largest nation by population, as China has the number one position so far with over 1.5 Billion. India is the world's seventh biggest nation and strategically located with its own importance (India country profile, 2019). The neighbor countries are Afghanistan, Nepal, Bhutan, Pakistan, China and Mayamar.

Czech Republic:



The Czech Republic in central Europe is a landlocked country. The nation is placed in the north by Poland, west by Germany, south by Austria and east by Slovak. With 1.3 million residents, its capital and the biggest town is pragmatism. The population of the nation is over 10 million (Prague.eu, n.d.).

Fast food and beverage industry have shown phenomenal growth because of innovation, quality control and competitive pricing. Fast food restaurants represent one of the largest segments of the food industry. In 2006, the global fast food market grew by 4.8 percent reaching a value of 102.4 billion Pound and a volume of 80.3 billion transactions (Wikipedia, 2012). In 2011, estimated total revenue of the food industry was approximately \$185 billion USD. However, in 2012 this industry is estimated to account for revenue of \$706.7 billion USD (IBIS World, 2012). This colossal amount accounts for about 36.5 percent of the total global food service sub-sector.

Companies are also segmenting their market by various activities, attitudes and customer usage patterns. (Group your customers into market segments, n.d.) For example, if majority of a fast food

restaurant's customers are between the age group of 18 to 24 years and earn less than Rs. 10,000 per month then the company can locate clusters of this demographic group within 10 km radius of its restaurant. Then, they retrieve the addresses of the potential customers' residence and mail them the coupons. There are many more direct marketing techniques which companies are employing now a days to magnetize the attention of the potential customers. Understanding the relevance of distribution, accessibility and income majority of the fast-food restaurants have identified the market clusters and have opened business outlets keeping distribution, accessibility and income in view. Another example is that of KFC which is now targeting college students in India by launching products which are cheap and easily accessible to Indian students.



4.2 ABOUT KFC STORY:

It all began in a Kentucky gas station way back in 1930 when Harland Sanders first started cooking for hungry travellers. Six years later, he became a Colonel and, by 1940, he had perfected his now famous 11-herbs-and-spices recipe. He spent the rest of his long and storied life taking his chicken to the world, bringing it to Canada back in 1953 and even living there from 1965 until 1980 (Ggnome Trotting, 2018).

BUT THE COLONEL WAS MORE THAN JUST THE VISIONARY BEHIND FINGER LICKIN' GOOD CHICKEN.

Throughout everything the Colonel did, he espoused his own unique brand of values, famously saying, "A man's life is written by the way he lives it." Here in Canada, we've been writing our own unique chapter in the KFC story. Whether we wear "KFC" or "PFK" on our uniforms, we all embody the Colonel's integrity and spirit of hard work. – Colonel (KFC, n.d.)

KFC Corporation, headquartered in Louisville, Kentucky, is the most popular restaurant chicken chain in the world, specializing in Original Recipe ®, Extra Crispy™, and Colonel's Crispy Strips® chicken with home-style sides and five new freshly made sandwiches. Nearly eight million customers around the world were served every day. KFC's menu everywhere includes Original Recipe® chicken — created more than half a century ago with the same great taste by Colonel Harland Sanders. More than 300 other items are also available to customers around the globe— from a Chunky Chicken Pot Pie in the United States to a Japanese salmon sandwich.

His father died when he was six. His mother had to go to school, and his three-year-old brother and baby sister had to be looked after by young Harland. This meant catering for a lot of the family. He was a master of a number of regional dishes by the age of seven. At 10 years old, his first job working for \$2 a month on a nearby farm. When he was 12, his mother remarried and left for a job on a farm in Greenwood, Ind., near Henryville. Over the next few years, he held a number of positions, first as a 15-year-old streetcar driver in New Albany, Ind., and then as a 16-year-old private, six-month soldier in Cuba. Before that he was a fireman on the railway, studied law by mail, practiced peace court justice, sold insurance, managed a steamboat ferry on the Ohio River, sold tires, and operated service station. When he was 40, the colonel started cooking for hungry travellers who stopped at his service station in Corbin, KY. He didn't have a restaurant at that time, but served people on his own dining table in his service station's living quarters. He moved across the street to a motel and restaurant that seated 142 people as more people started coming just for food. He refined his elusive blend of 11 herbs and spices over the next nine years, as well as the basic cooking technique still in use today. (KFC, n.d.)

4.3 KFC India

KFC is the No.1 Chicken QSR in the world and has leading industry status in many countries such as UK, Australia, South Africa, China, USA, Malaysia and many more.

KFC is Yum Restaurants ' biggest brand, which is owned by other leading brands such as Pizza Hut, Taco Bell, A&W and Long John Silver. Renowned all over the world for leaking good food, KFC now offers its signature items in India! For its increasing customer base in India, KFC has launched several deals while remaining embedded in the taste tradition of Colonel Harland Sander's secret recipe. Hot and Crispy Chicken, sweet and juicy Original Recipe Chicken, hot, juicy & crunchy Zinger Burger, Toasted Twister, Chicken Bucket and a host of drinks and desserts. KFC also has great vegetarian deals for vegetarians in India, including Veggie Burger, Veggie Snacker and Veg Rice meals. KFC is growing rapidly in India and is currently present in 11 cities with nearly 50 restaurants. (Ggnome Trotting, 2018). And now it presents in more than 350 outlets in more than 100 cities in India.

Values of KFC

- Direct all our attention on the operation of our restaurants as we represent our customers there.
- Reward and value that individual's contributions to the KFC.
- Improve and refine learning as time goes on and be the best we can be and more.
- Be transparent, honest and straightforward with each other in our dealings.

- Commit ourselves at all times to the highest standard of personal and professional honesty. (VALUES, n.d.)
- Encourage new and innovative ideas as they are the key to our successful success.
- The product of the bonus and not the actual effort.
- Engage in continuous growth in revenue, income and organizational scale.
- Working as a team.



4.4 KFC in the Czech Republic

The website of the Czech KFC is much more positive about its products and the origin of its products. The chicken used in Czech KFC restaurants is shipped from local, nearby farms 2 to 3 times a week, according to the page. So it all comes from the Czech Republic that you eat in the Czech Republic. And as in U.S. chains, before serving, the chicken is cooked by hand. So, it might have to do with freshness, but as it turns out, fresh and not frozen is also delivered to the chicken in the US.

So perhaps the difference is what the Czech farms do differently. Like all farms in Europe, Czech farms are regulated by strict European production standards that ensure food is safe, animal welfare is good, and products, origins and food preparation are highly transparent.

In accordance with these standards, the addition of antibiotics, hormones or growth stimulators to animal feed is contrary to the law. Proper breeding conditions are also strictly enforced, ensuring that the animals are treated humanely and that sanitary conditions are maintained by the farm. And as an EU consumer, your food label includes information from the production process, conditions, and locations about everything.

And the difference lies in that. The poorly treated chickens in hygienically questionable conditions that eat nothing but genetically modified crap just don't taste that good. Chickens taste better when they are happy and eat real grain grown in the earth rather than a laboratory.

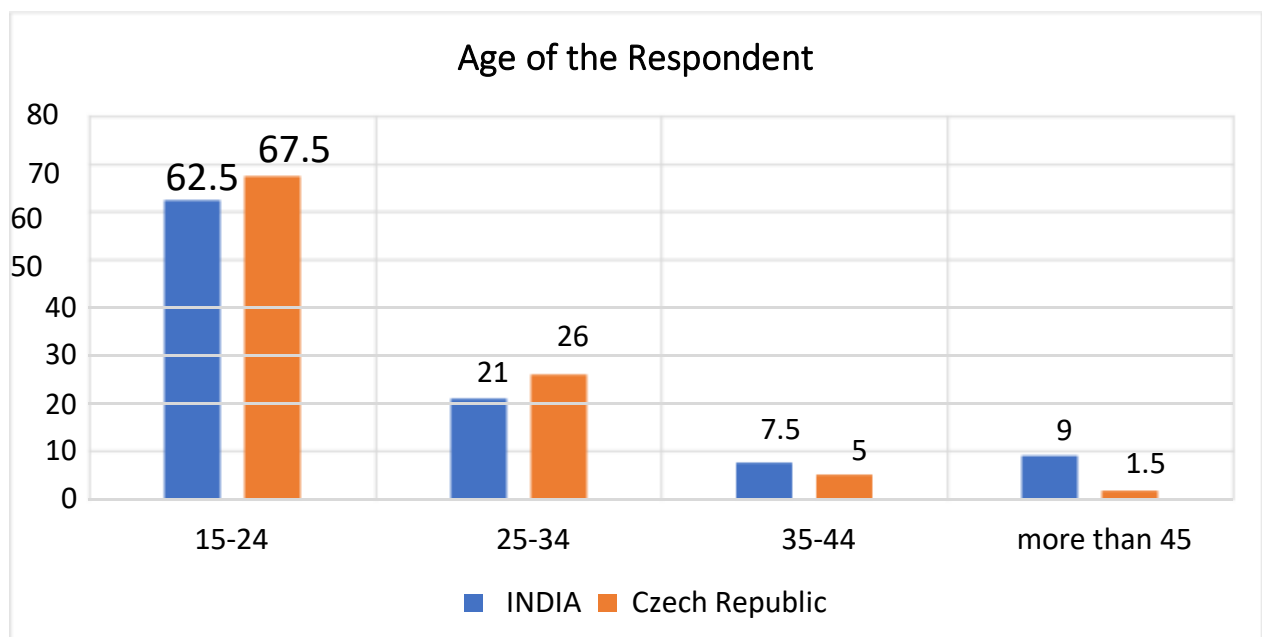
It's not my imagination, therefore. KFC in the Czech Republic is much better than KFC in the US, despite being just another mediocre fast-food company that operates at the lowest levels acceptable by law. Just because the law is stricter. The 11 herbs and spices may be the recipe of old Colonel Sander, but it is definitely superior to the chicken it seasons.

4.5 ANALYSIS

Age: Table 4.1: Age wise frequency in India and Czech.

Age of the Respondent		INDIA		Czech Republic	
		Frequency	Percent	Frequency	Percent
Valid	15-24	125	62.5	135	67.5
	25-34	42	21	52	26
	35-44	15	7.5	10	5
	more than 45	18	9	3	1.5
	Total	200	100	200	100

Chart 4.1 : Age wise frequency in India and Czech.



OBSERVATIONS

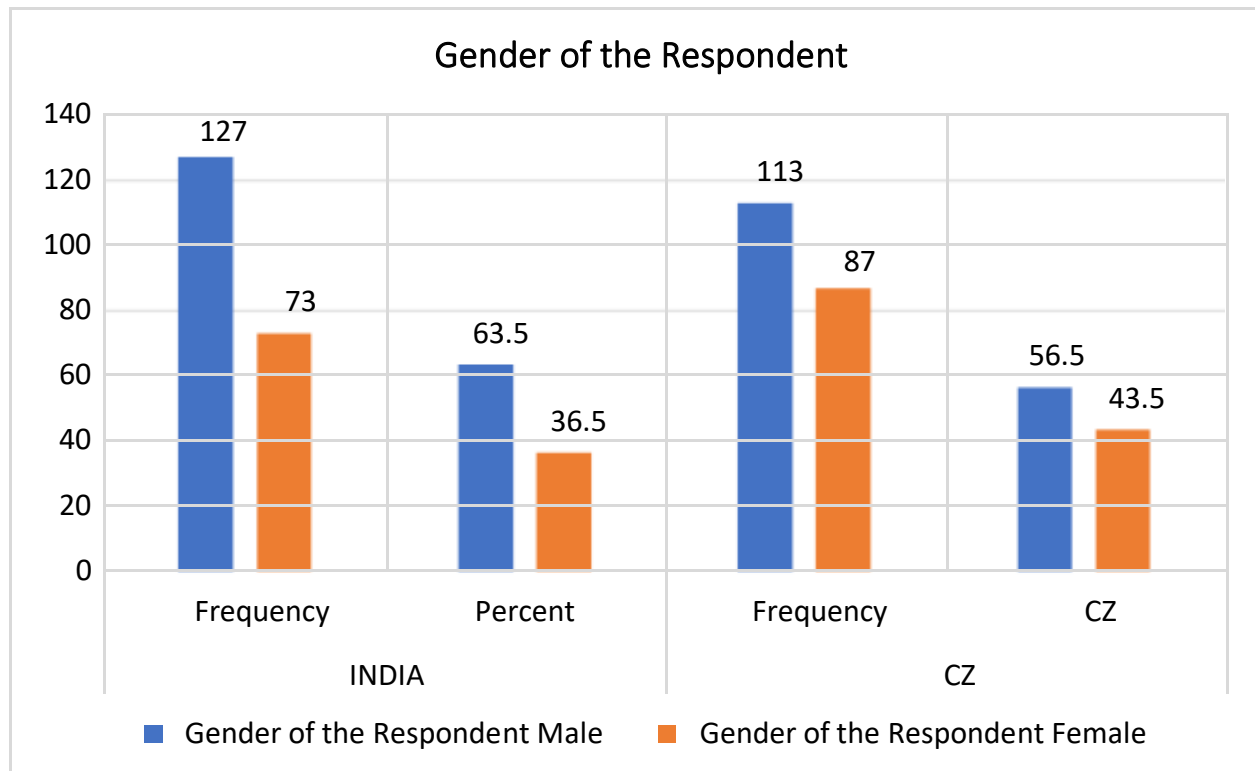
1. From the very first instant we can see that youth is the main target of KFC as well as here in this study too.
2. From the study we can see 62.5% of the respondent are from age group of 15-24 in INDIA and 67.5% of respondents are from Czech.
3. The total sample size was 200. Another leading group is of 25 to 34 years of age group. In short it can be concluded that youth is the main target here in KFC food and services.
4. So we can say that more young people in Czech like to visit KFC more. Another reason behind low frequency in India is due to its nature of family and mainly they cook everything at their residence and have less tendency to eat outside.

Gender

Table 4.2 : Gender frequency INDIA and Czech.

Gender of the Respondent		INDIA		CZ	
		Frequency	Percent	Frequency	CZ
Valid	Male	127	63.5	113	56.5
	Female	73	36.5	87	43.5
	Total	200	100	200	100

Chart 4.2 : Gender frequency INDIA and Czech.



OBSERVATIONS

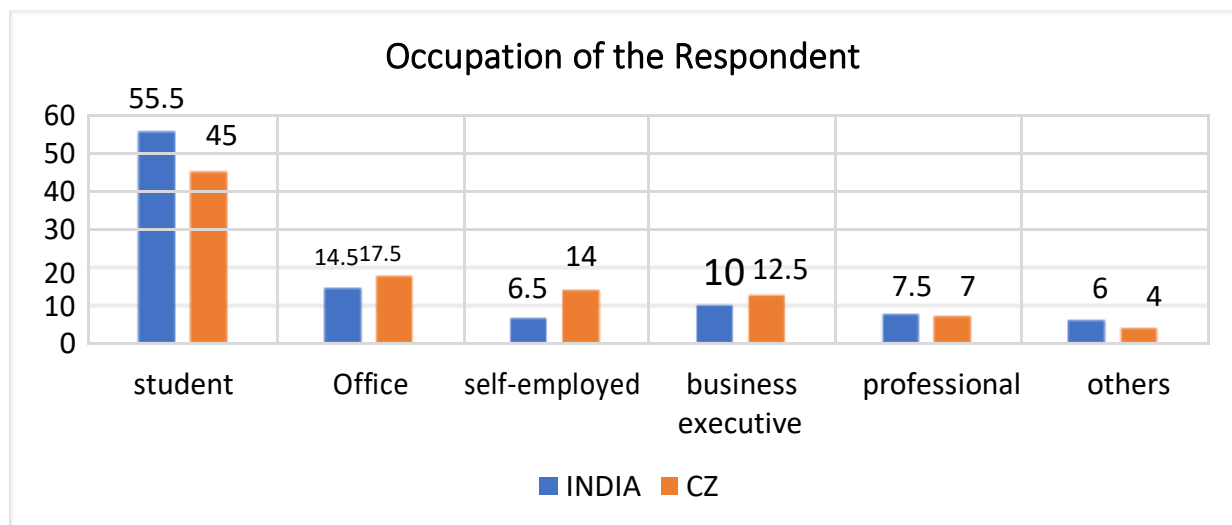
1. Here the sample of 200 respondents were divided among 2 categories i.e. male and female, out of this all respondents its noticed that in India male are dominating and are more preferring KFC food over female. And if we compare than we can see that Czech female are more visiting KFC than Indian female. We can also say that KFC is more popular among male in both the country over the female gender and its above 70% in both of the country.

Occupation of Respondents:

Table 4.3: Occupation wise frequency of respondent.

Question and Variable.		INDIA		CZ	
		Frequency	Percent	Frequency	Percent
Occupation of the Respondent	student	111	55.5	90	45
	Office	29	14.5	35	17.5
	self-employed	13	6.5	28	14
	business executive	20	10	25	12.5
	professional	15	7.5	14	7
	others	12	6	8	4
Total		200	100	200	100

Chart 4.3: Occupation wise frequency of respondent.



OBSERVATIONS

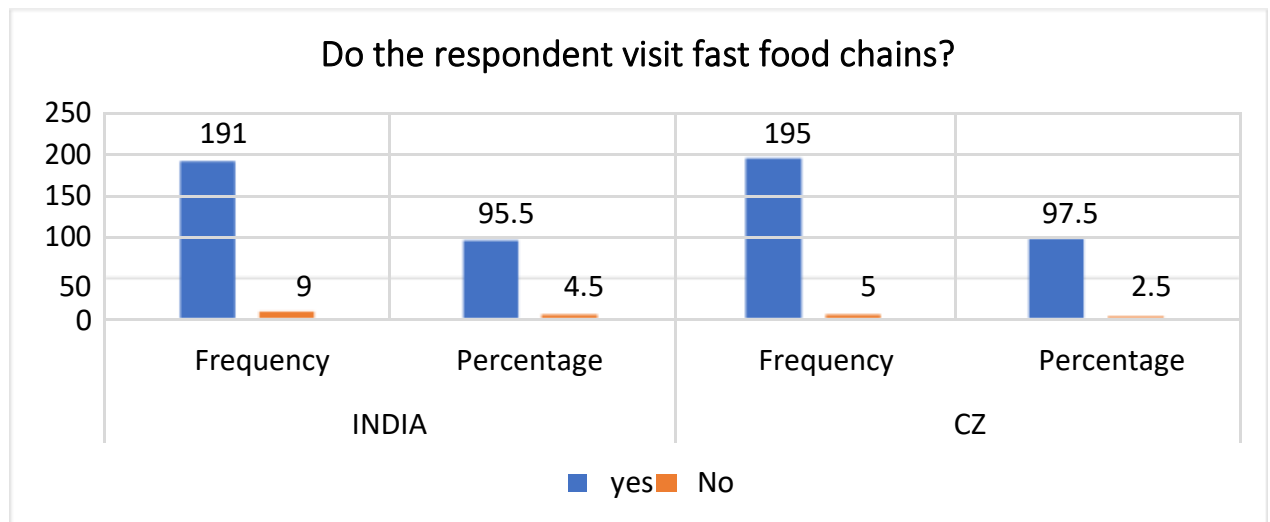
1. From the above table and chart, it can be clearly concluded that student group are more fan of KFC and main user of KFC than other rest of group. 55.5% of total belong to this category.
2. Students have more leisure time than rest of other candidates. Secondly KFC is located everywhere in Czech Republic as well as in INDIA and also provide no time limit to sit inside the KFC so students spend time there, sometime they do their task, use free WIFI of KFC and enjoy the food as well. After student, office people also use more KFC and its 14.5% of total user here.

1. Do you visit fast food chains?

Table 4.4: Number of visits at food chains

Do the respondent visit fast food chains	INDIA		CZ	
	Frequency	Percentage	Frequency	Percentage
yes	191	95.5	195	97.5
No	9	4.5	5	2.5
Total	200	100	200	100

Chart 4.4: Number of visits at food chains



OBSERVATIONS

1. Use of fast food is now a day common thing in majority of countries. The busier a nation, there will be more use of FMCG. From the above chart and table, it can be concluded that 95.5% and 97.5% of the respondents in India and Czech respectively agreed that they do visit fast food chain outlet for their food need.
2. Only just 4.5% of the respondent in India and 2.5% of Czech respondent replied that they don't use to visit fast food and don't eat outside in food chain outlet.

INTERPRETATION:

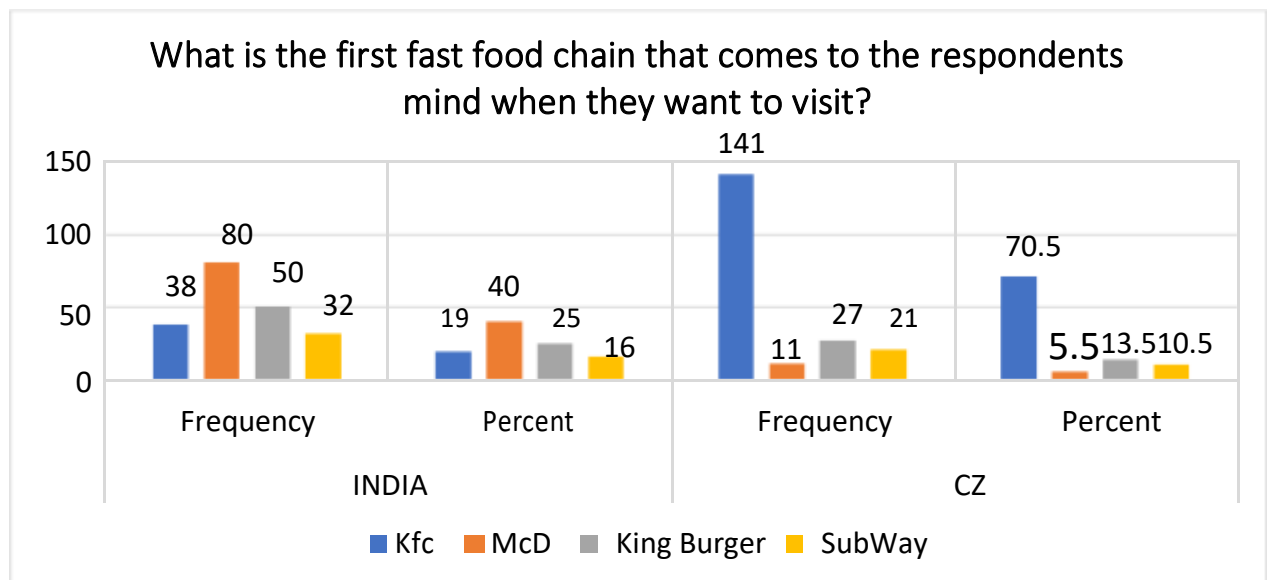
The data represent that in both of the country there is a culture of eating outside. Its normal culture to visit food outlet for free time, to have some quality time to spend with friends, and also to have some casual meeting with professional circles. Most of the people visit fast food chains. And are addicted to fast foods. That's the reason that KFC and other famous food chain firms have lots of outlets across the world. Not only KFC but McDonald, King Berger all have lots of outlet. The civilian life in modern society also lead to the boost in use of such readily available food.

2. Which is the first fast food chain that comes in your mind when you want to visit?

Table 4.5: Mind share of KFC in India and Czech.

Question	Name	INDIA		CZ	
		Frequency	Percent	Frequency	Percent
What is the first fast food chain that comes to the respondents' mind when they want to visit?	KFC	38	19	141	70.5
	Mc D	80	40	11	5.5
	King Burger	50	25	27	13.5
	Sub Way	32	16	21	10.5
Total		200	100	200	100

Chart 4.5: Mind share of KFC in India and Czech.



OBSERVATIONS

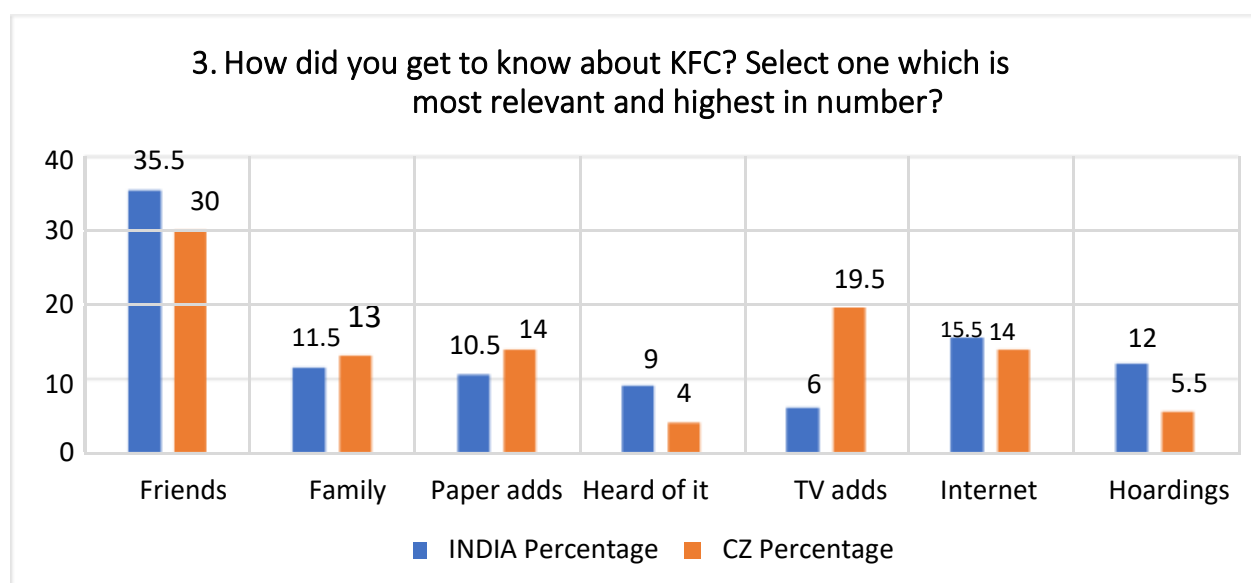
1. It can be clearly seen that mainly KFC is the brand that comes in the mind of Czech customers and 70.5% of the responded said that KFC comes in their mind first. So, it's called mind share also. So, it can be concluded that KFC have 70.5% mind share in European as well as in Indian Market. While in case of India McD is more popular and has 40% of the mind share.
2. The respondents prefer King Burger next to KFC by 13.5% of mind share in Czech while in Czech while in India King Burger has second mind share by 25% of mind share. So here interesting part is King Burger enjoying second mind share in both the country. KFC has third mind share position in INDIA. Sub Way, McD and King Burger are the major competitor for KFC in both of the country.

3. How did you get to know about KFC?

Table 4.6: KFC awareness in both India and Czech.

3. How did you get to know about KFC? Select one which is most relevant and highest in number?		Friends	Family	Paper adds	TV adds	Internet	Hoardings	TOTAL
INDIA	KFC awareness	71	23	21	18	12	31	200
	Percentage	35.5	11.5	10.5	9	6	15.5	100
CZ	KFC awareness	60	26	28	8	39	28	200
	Percentage	30	13	14	4	19.5	14	100

Chart 4.6: KFC awareness in both India and Czech.



OBSERVATIONS

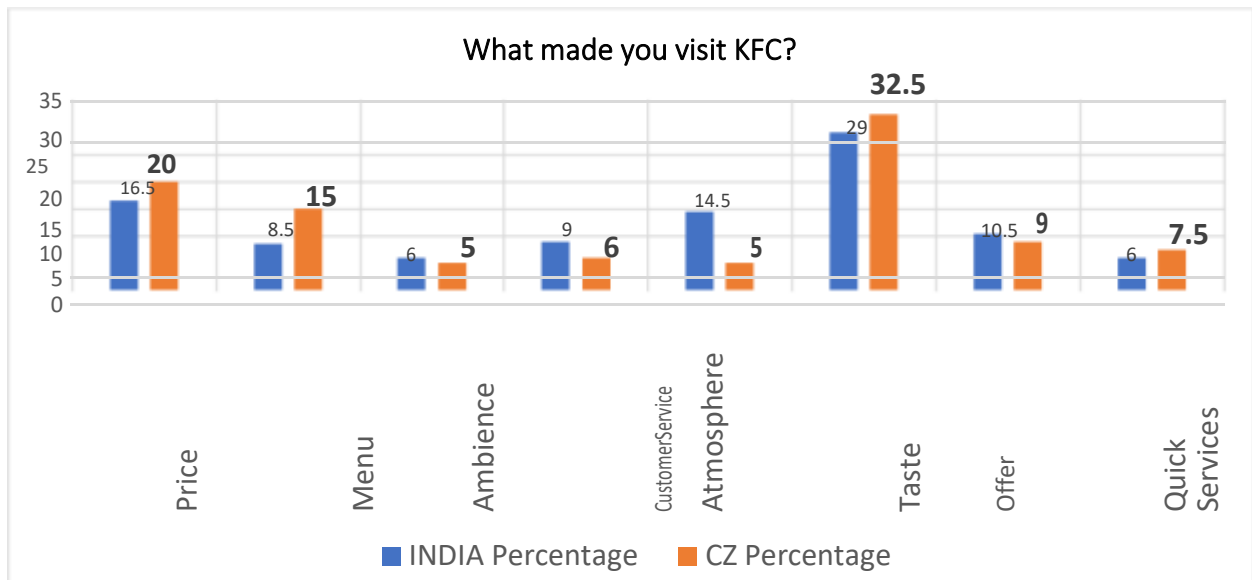
1. Friends are the main reason KFC gets promoted. In both of the country i.e. India and Czech respondents like to visit KFC with their different friends. In normal day to day life, on birthday, in free time, they use to visit KFC often. We can see form the above table and chart that 35.5% of respondent in INDIA and 30% of Czech use to visit KFC with their friends.
2. KFC and such places offer proper seating place, good ambiance and atmosphere so young generation likes this most and as they have more socialize life with friend circle they prefer more use KFC and in this case INDIA are more preferring while in case of Czech, for them friends, family, TV ads and paper adds are the main force that make them visit KFC than on other forces.

4. What made you visit KFC?

Table 4.7: what make people to visit KFC

What made you visit KFC?		Price	Menu	Ambience	Customer Service	Atmosphere	Taste	Offer	Quick Services	Total
INDIA	KFC	33	17	12	18	29	58	21	12	200
	Percentage	16.5	8.5	6	9	14.5	29	10.5	6	100
CZ	KFC	40	30	10	12	10	65	18	15	200
	Percentage	20	15	5	6	5	32.5	9	7.5	100

Chart 4.7: what make people to visit KFC



OBSERVATIONS:

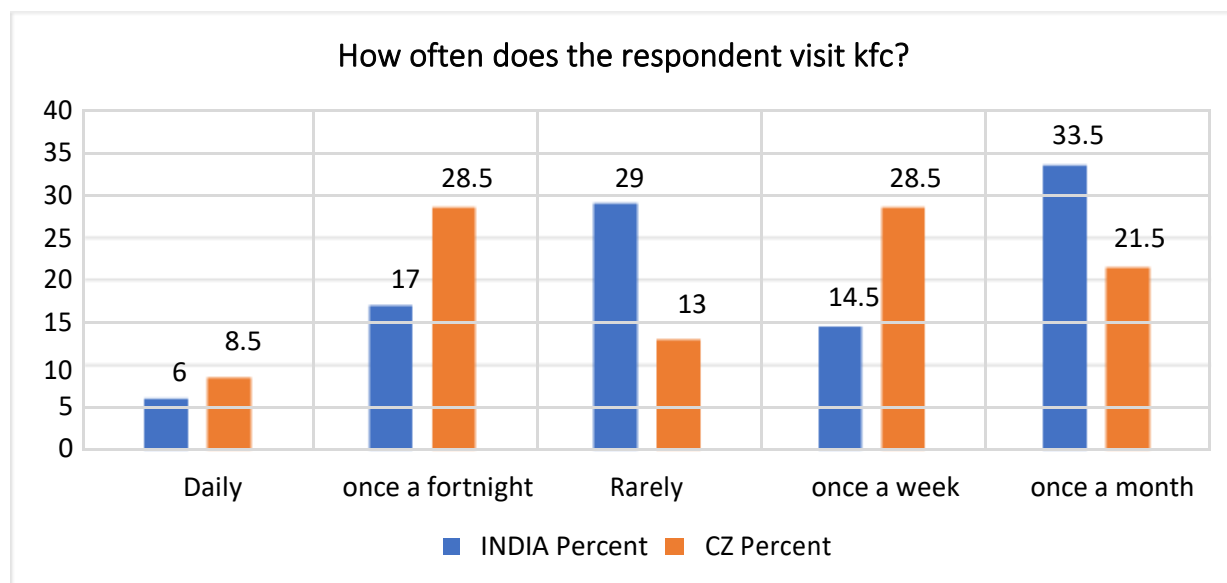
1. 32.5% Czech and 29% of Indian respondent visits KFC because of its taste that it offers to customer. Both of the country prefers KFC over taste, even if we compare with all other country than we can see that KFC in Czech is best one most successful than rest of the other country.
2. 20% of Czech respondent and 16.5% of Indian respondent are visiting due to the price of KFC.
3. Atmosphere, menu and quick services are at the last by around 25% out of the total respondents.

5. How often do you visit KFC?

Table 4.8: number of visits at KFC in a month

Question	Variable	INDIA		CZ	
		Frequency	Percent	Frequency	Percent
How often does the respondent visit KFC?	Daily	12	6	17	8.5
	once a fortnight	34	17	57	28.5
	Rarely	58	29	26	13
	once a week	29	14.5	57	28.5
	once a month	67	33.5	43	21.5
Total		200	100	200	100

Chart 4.8: number of visits at KFC in a month



OBSERVATIONS

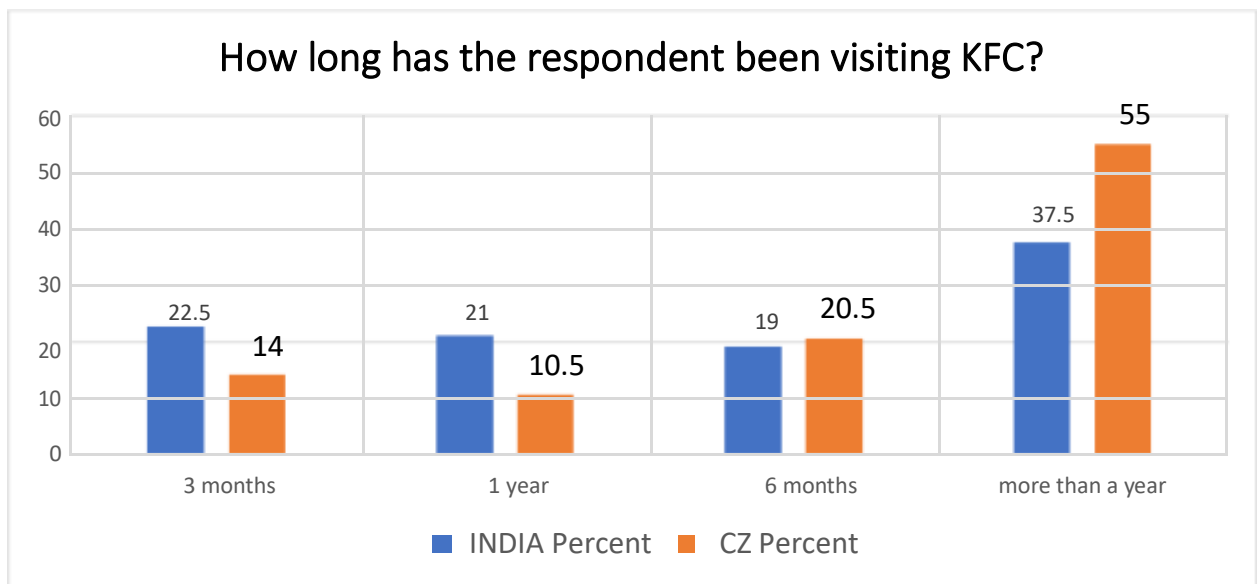
1. In India 33.5% of respondents' visits KFC once a month while 29% respondents rarely visits KFC. So, we can say that near about 29% rarely visits, on other way we can say only 70% of respondents' visits KFC.
2. In Czech, 28.5% respondent visits KFC once a week, 28.5% visits once a fortnight and 21.5% visits once a month. We can conclude from above table and chart that nearly 87% of Czech people visits KFC which is more than the percentage of the respondents who visits KFC in INDIA.
3. Only 6% Indian and 8.5% Czech respondent visit KFC on daily bases for their food need.

6. How long have you been visiting KFC?

Table 4.9: frequency of KFC visits in India and Czech.

How long has the respondent been visiting KFC?	INDIA		CZ	
	Frequency	Percent	Frequency	Percent
3 months	45	22.5	28	14
1 year	42	21	21	10.5
6 months	38	19	41	20.5
more than a year	75	37.5	110	55
Total	200	100	200	100

Chart 4.9: frequency of KFC visits in India and Czech.



OBSERVATIONS

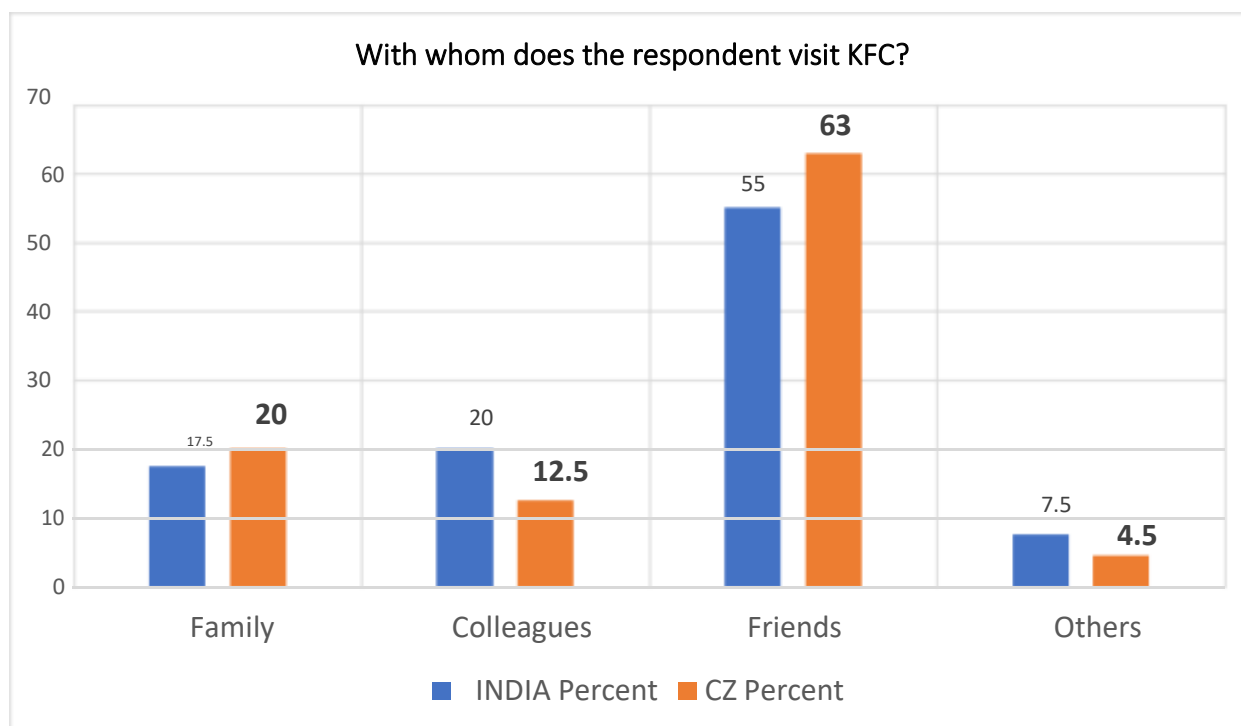
1. When it was asked that how long you are visiting KFC, 55% of the Czech respondent said that they been visiting KFC for more than a year. So, it shows that there is strong tie with customers and KFC win in maintaining its customer group for a long time. Only 37.5% of the Indian respondents been visiting more than a year. So here we can conclude that more than 50% of respondents visiting KFC in Czech more than a year so its more famous and there is regular visit of them in KFC. It can be observed that there is high frequency of visits of KFC more than a year.
2. Only 10.5% of the total respondents said that they visiting for just a year and 14% said they visiting for last three months, so it can be further concluded that it also adding new customer besides existing customer.

7. With whom do you visit often?

Table 4.10: with whom people prefer to visit KFC most

Question	Variable	INDIA		CZ	
		Frequency	Percent	Frequency	Percent
With whom does the respondent visit KFC?	Family	35	17.5	40	20
	Colleagues	40	20	25	12.5
	Friends	110	55	126	63
	Others	15	7.5	9	4.5
Total		200	100	200	100

Chart 4.10: with whom people prefer to visit KFC most



OBSERVATIONS

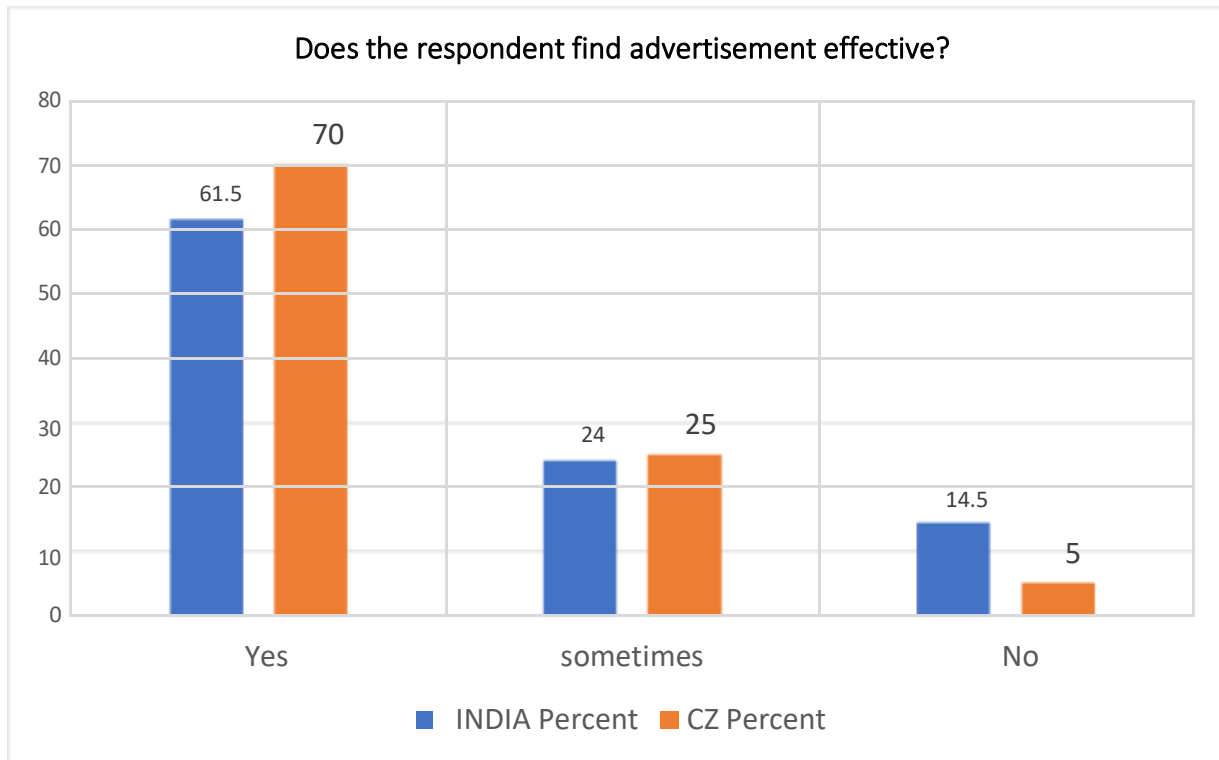
1. Friends are the main reason that the respondents visit KFC whether its India or Czech. 63% of Czech respondent and 55% of Indian respondent said that they use to visit along with their friends. Friends are the main reason and a company for them to enjoy food.
2. Another good thing is that people also visits along with their family and 20% Czech said that they use to visit with their family while 20% of Indian said they use to visit with their colleague. So, KFC win in attracting friends and family both the group. So, it's a family place as well as that customers like to give preference over others.

8. Do you find the advertising effective?

Table 4.11: effect of advertising and relation with customers' response

Question	Variable	INDIA		CZ	
		Frequency	Percent	Frequency	Percent
Does the respondent find advertisement effective	Yes	123	61.5	140	70
	sometimes	48	24	50	25
	No	29	14.5	10	5
Total		200	100	200	100

Chart 4.11: effect of advertising and relation with customers' response



OBSERVATIONS

1. 61.50% of India and 70% of Czech respondents find the advertisements effective and they agreed that it make them more incline towards the KFC and they do visits.
2. 24% and 25% of the Indian and Czech respondents respectively feel that yes sometimes the advertisements are effective, and they like to visit.
3. 14.5% of Indian respondents and 5% of Czech respondent said that it is not effective and don't make them feel to visit KFC based on such advertisements.

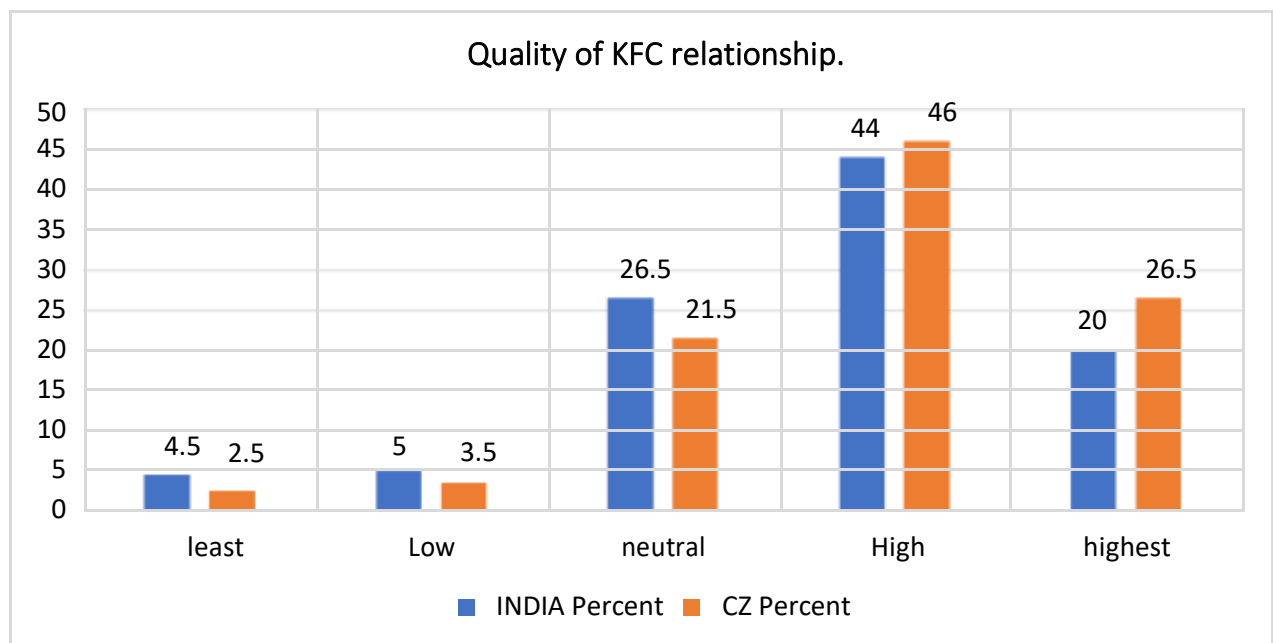
9. How would you rate on a scale of 1-5? (1 being the least – 5 being highest)

a) The overall quality of KFC relationship with customers, considering all of sales promotion strategies employed

Table: 4.12 overall quality and relation with sales promotion

Quality of KFC relationship	INDIA		CZ	
	Frequency	Percent	Frequency	Percent
least	9	4.5	5	2.5
Low	10	5	7	3.5
neutral	53	26.5	43	21.5
High	88	44	92	46
highest	40	20	53	26.5
Total	200	100	200	100

Chart: 4.12 overall quality and relation with sales promotion



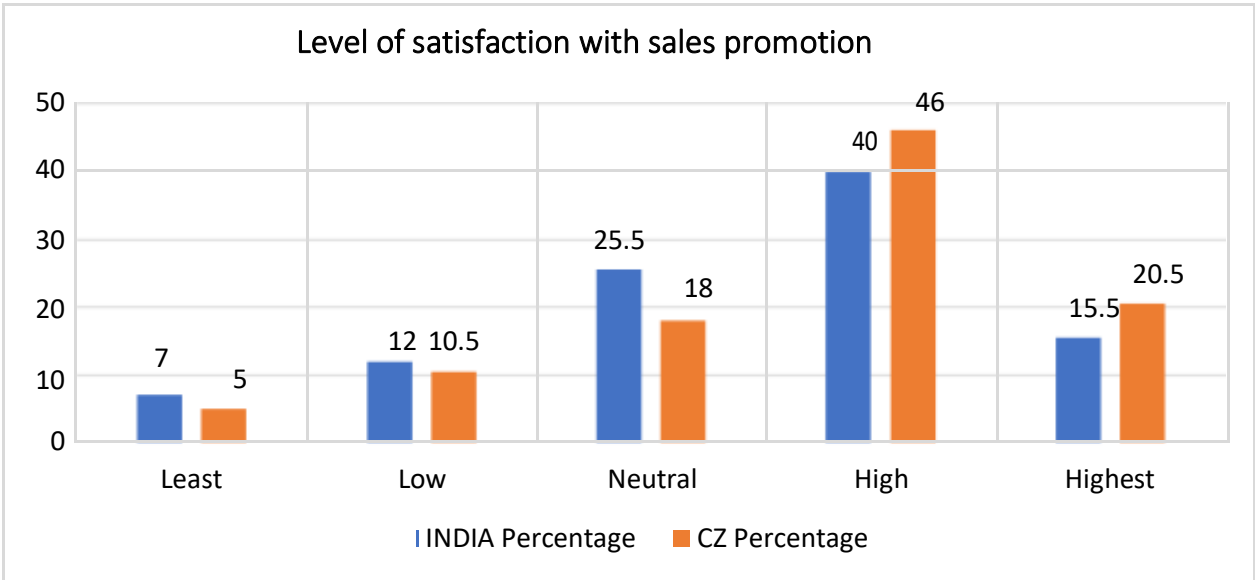
OBSERVATIONS

1. 44% of Indian and 46% Czech respondent feels that the quality of relationship maintained by KFC is high, and 26.5% Indian and 21.5% Czech of the respondents feel it to be neutral one.
2. Total 20% of Indian and 26.5% of Czech respondent said that the quality maintained by the KFC is highest one and they always find it most good and perfect as per their expectation. KFC is most popular in both of the country as the quality offered best one.

b) Your level of overall satisfaction with sales promotion strategies used by KFC? Table 4.13: level of satisfaction with sales promotion

Level of satisfaction with sales promotion	INDIA		CZ	
	Frequency	Percentage	Frequency	Percentage
Least	14	7	10	5
Low	24	12	21	10.5
Neutral	51	25.5	36	18
High	80	40	92	46
Highest	31	15.5	41	20.5
Total	200	100	200	100

Chart 4.13: level of satisfaction with sales promotion



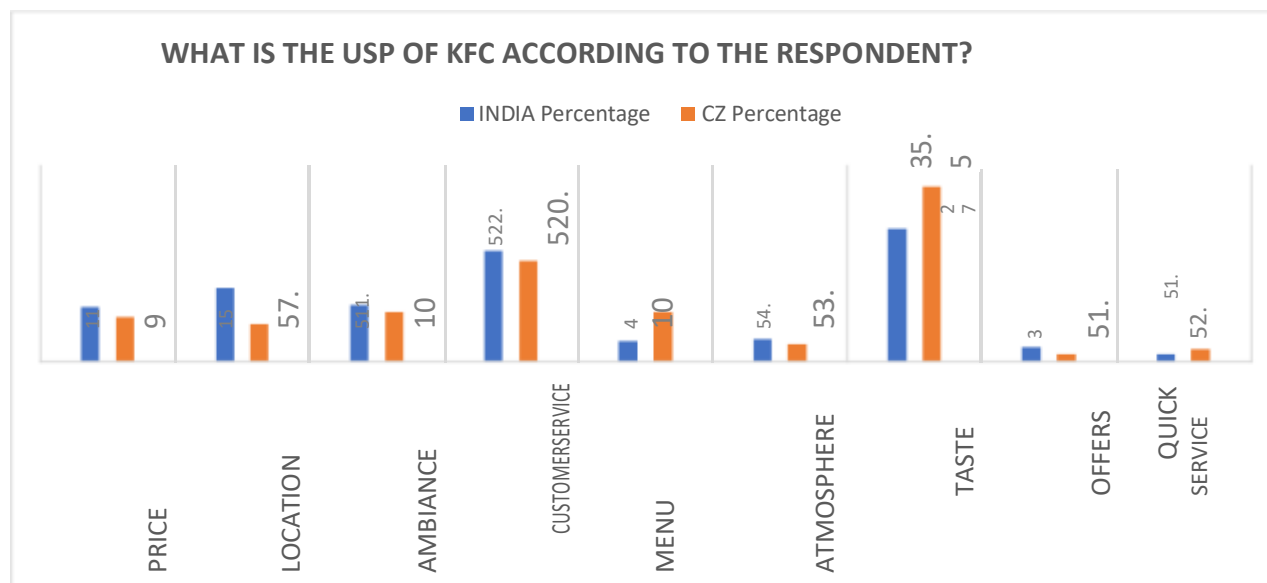
OBSERVATION

1. From the above table and chart its concluded that 40% Indian respondent and 46% of Czech respondents are satisfied with sales promotion activity and it attract them towards KFC. We can further conclude that its more effective in CZ than that of India. But more or less they are somewhere nearby so we can conclude that the sales promotion used by KFC is more parallel and almost equal throughout Asian countries.
2. 25% Indian and 18% Czech respondents said that they are neutral that means they are not sure about it and they have no answers with high or low satisfaction instead they are simply happy with KFC.

10. What according to you is the unique selling proposition of KFC? Table 4.14: unique selling proposition of KFC

What is the USP of KFC according to the respondent	INDIA		CZ	
	Frequency	Percentage	Frequency	Percentage
Price	22	11	18	9
Location	30	15	15	7.5
Ambiance	23	11.5	20	10
customer service	45	22.5	41	20.5
Menu	8	4	20	10
Atmosphere	9	4.5	7	3.5
Taste	54	27	71	35.5
Offers	6	3	3	1.5
Quick service	3	1.5	5	2.5
TOTAL	200	100	200	100

Chart 4.14: unique selling proposition of KFC



OBSERVATION

1. Its revealed from the table and chart that taste matters a lot in purchasing of KFC foods and total 27% Indian and 35.5% Czech respondent agreed on it. Furthermore, we can conclude that Czech people are more concern with the taste and services and jointly its make total 56% of the total respondents. And same in case of India it makes total 49.5% that favors taste as key element for visiting KFC often by them.

2. After taste the second one is customer services that attracts more to customers and its 21% of the average respondents. They like the taste and services most.

INTERPRETATION:

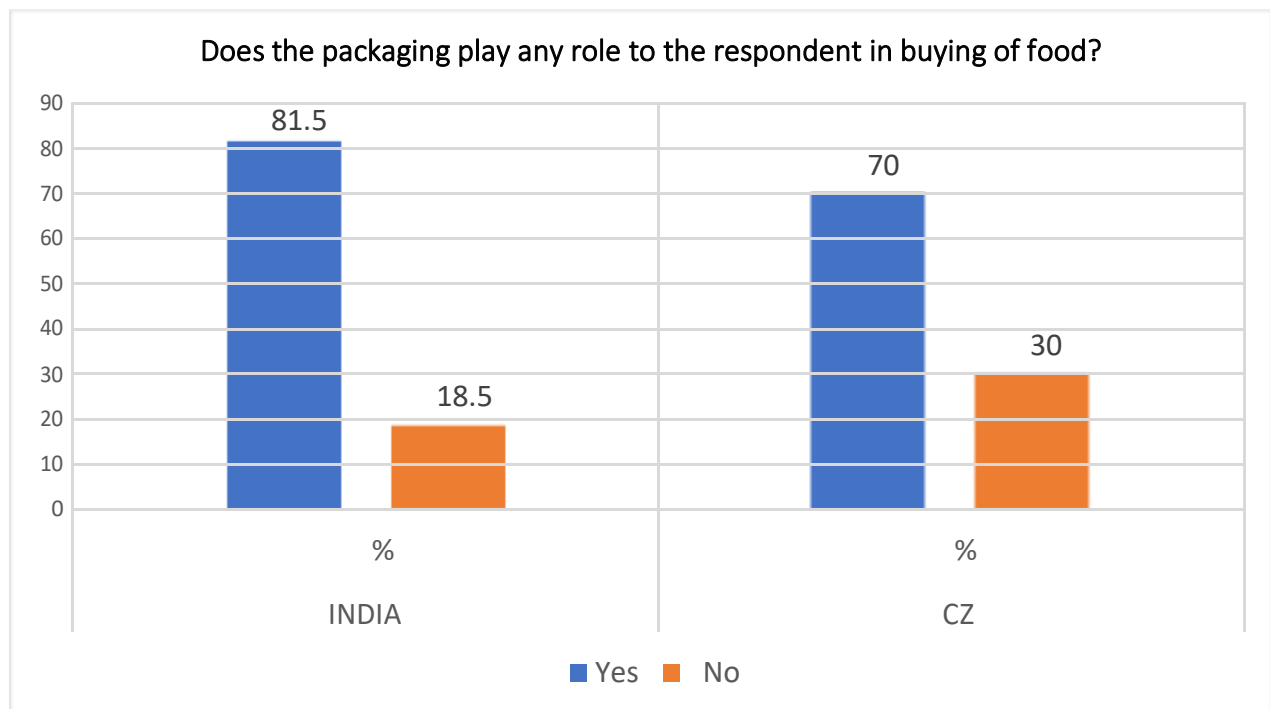
The USP of KFC is its taste. People prefer the taste of KFC and often visit there due to it.

11. Does the packaging play any role in the buying of the food?

Table 4.15: role of packing in buying food.

Question	INDIA		CZ	
	Frequency	Percent	Frequency	Percent
Does the packaging play any role to the respondent in buying of food?				
Yes	163	81.5	140	70
No	37	18.5	60	30
Total	200	100	200	100

Chart 4.15: role of packing in buying food.



Observation:

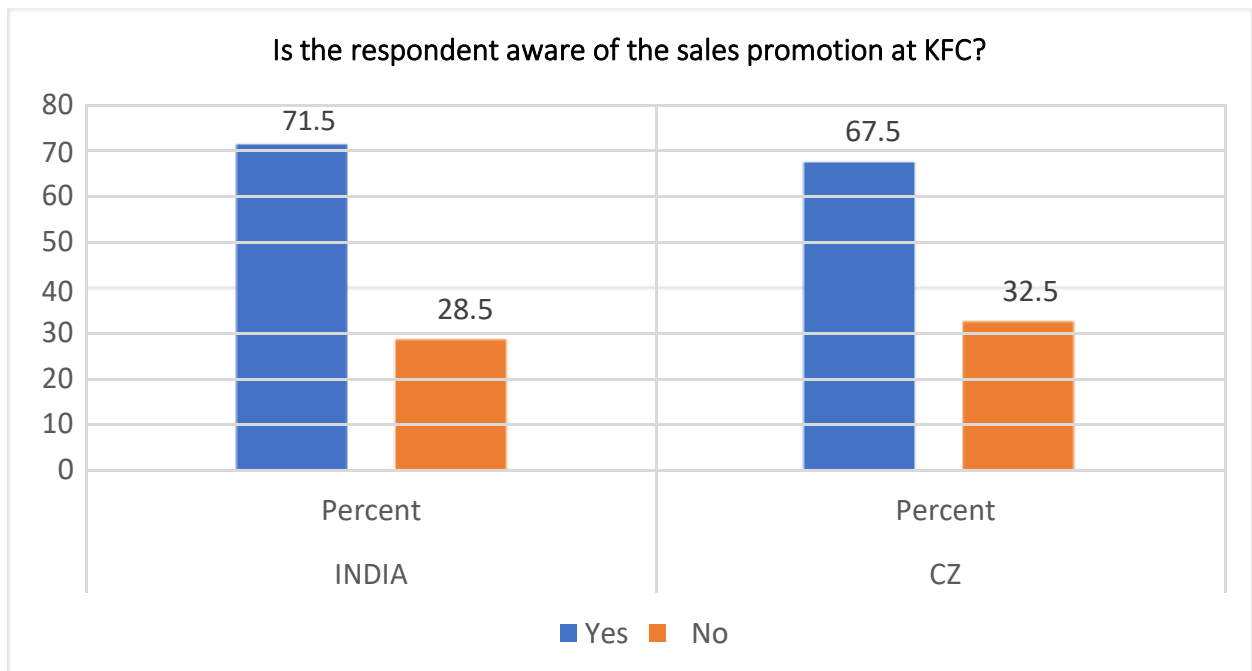
1. 81.5% of Indian and 70% of Czech respondents agreed that packaging plays a role in buying food, the way that the food is presented is also matters a lot for the same.
2. Only 18.5 % Indian and 30% of the Czech respondents said that the packing doesn't make any difference to them for buying foods from KFC.

12. A) Are you aware of the sales promotion programme of KFC?

Table 4.16: sales promotion awareness

Is the respondent aware of the sales promotion at KFC?	INDIA		CZ	
	Frequency	Percent	Frequency	Percent
Yes	143	71.5	135	67.5
No	57	28.5	65	32.5
Total	200	100	200	100

Chart 4.16: sales promotion awareness



OBSERVATION

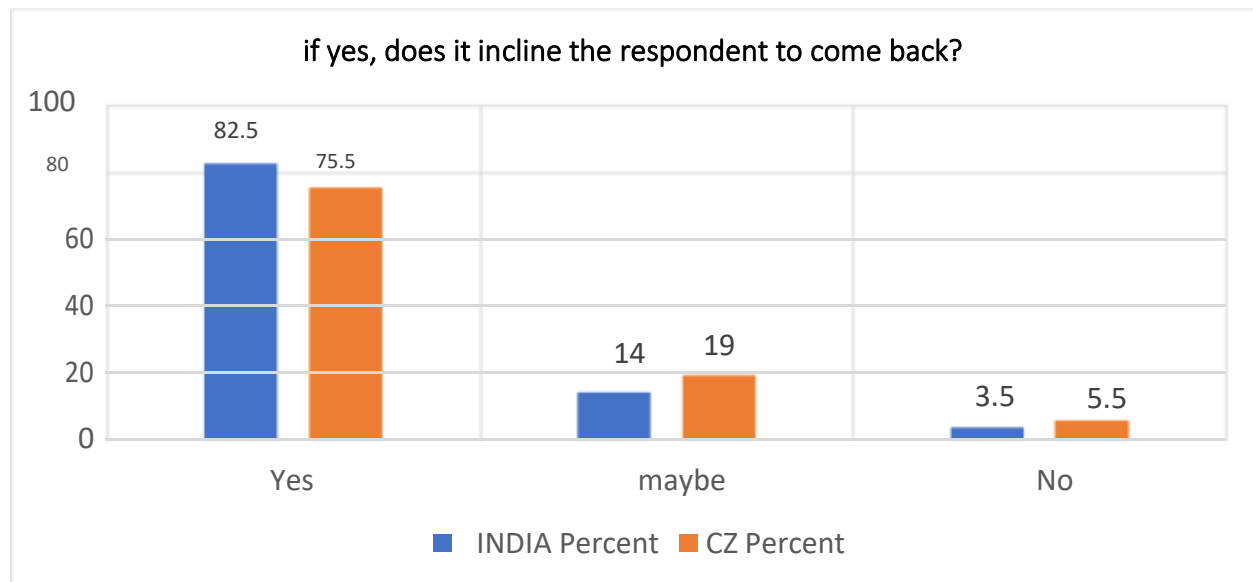
1. From the above table and chart its revealed that people are more aware with sales promotions. It’s a time of digital media and majority of the youth is connected with it. Even social media platform is most active in term of business marketing. Use of internet and mobile is increasing day by day so its but obvious that people are connected with media most now a days. We can see the fact file that in both the countries i.e. India and Czech, 71.5% and 67.5% of people are connected with media and they are well aware with the all promotions of KFC. Just nearby 30% of the respondents are not aware and connected with the sales promotional things of KFC which is a minor portion.

b) If yes does the sales promotion of KFC incline you to come back?

Table 4.17: sales promotion of KFC and incline customers to visit again

if yes, does it incline the respondent to come back?	INDIA		CZ	
	Frequency	Percent	Frequency	Percent
Yes	165	82.5	151	75.5
maybe	28	14	38	19
No	7	3.5	11	5.5
Total	200	100	200	100

Chart 4.17: sales promotion of KFC and incline customers to visit again



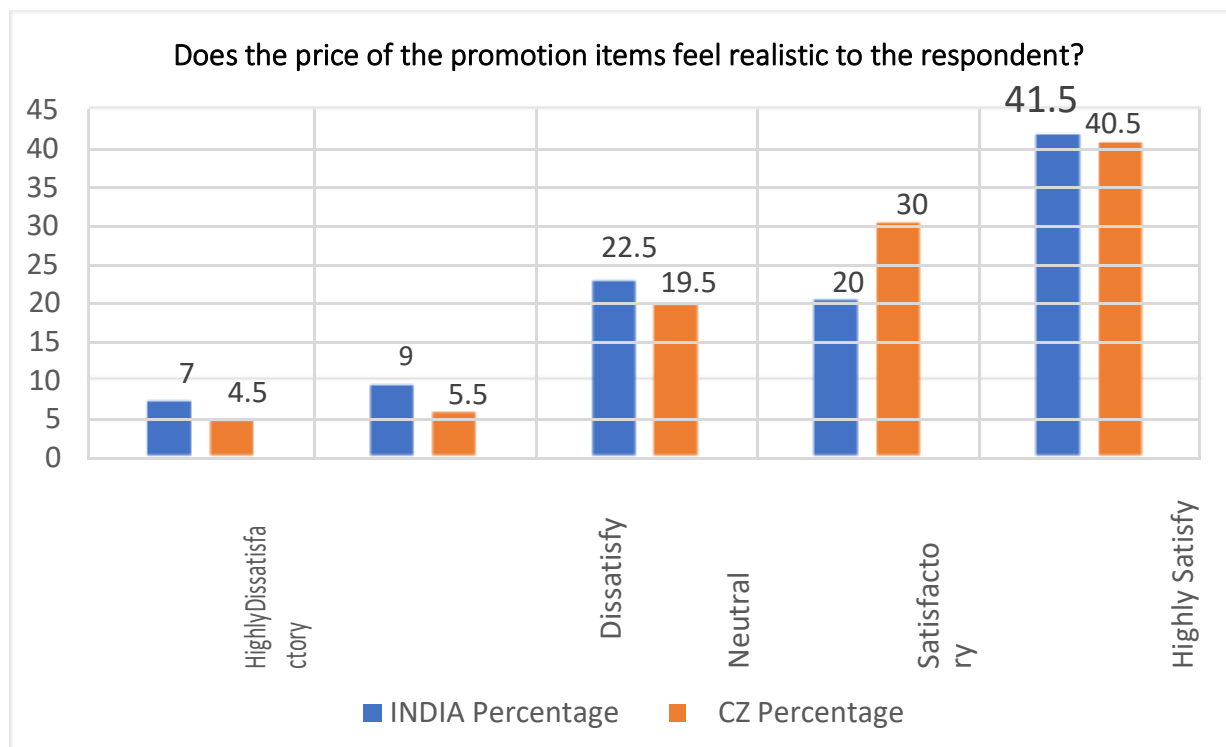
OBSERVATION

1. From the above table and chart, it concluded that responded visit frequency affected by the promotion schemes and 75.5% i.e. it's really high number of responded agreed on it. Indian people are more influenced by the sales promotion schemes than that of Czech people though the percentage difference is not much higher.
2. Only 19% of the responded said that they may visit or may not so its not sure but though they can be in yes category. Only 5.5% Czech and 3.5% Indian respondent said that they will not visit KFC and that do not incline for visit to KFC.
3. So finally, we can conclude that promotion has major impact on influence over purchasing behavior. People incline to visit KFC again and again. Both in India and Czech, promotion plays a vital role in influencing consumer behavior.

13. Is the price of the promotion items of KFC realistic, compared to other fast food restaurants? Table 4.18: realistic relation of price with sales promotion

Does the price of the promotion items feel realistic to the respondent?	INDIA		CZ	
	Frequency	Percentage	Frequency	Percentage
Highly Dissatisfactory	14	7	9	4.5
Dissatisfy	18	9	11	5.5
Neutral	45	22.5	39	19.5
Satisfactory	40	20	60	30
Highly Satisfy	83	41.5	81	40.5
TOTAL	200	100	200	100

Chart 4.18: realistic relation of price with sales promotion



OBSERVATION

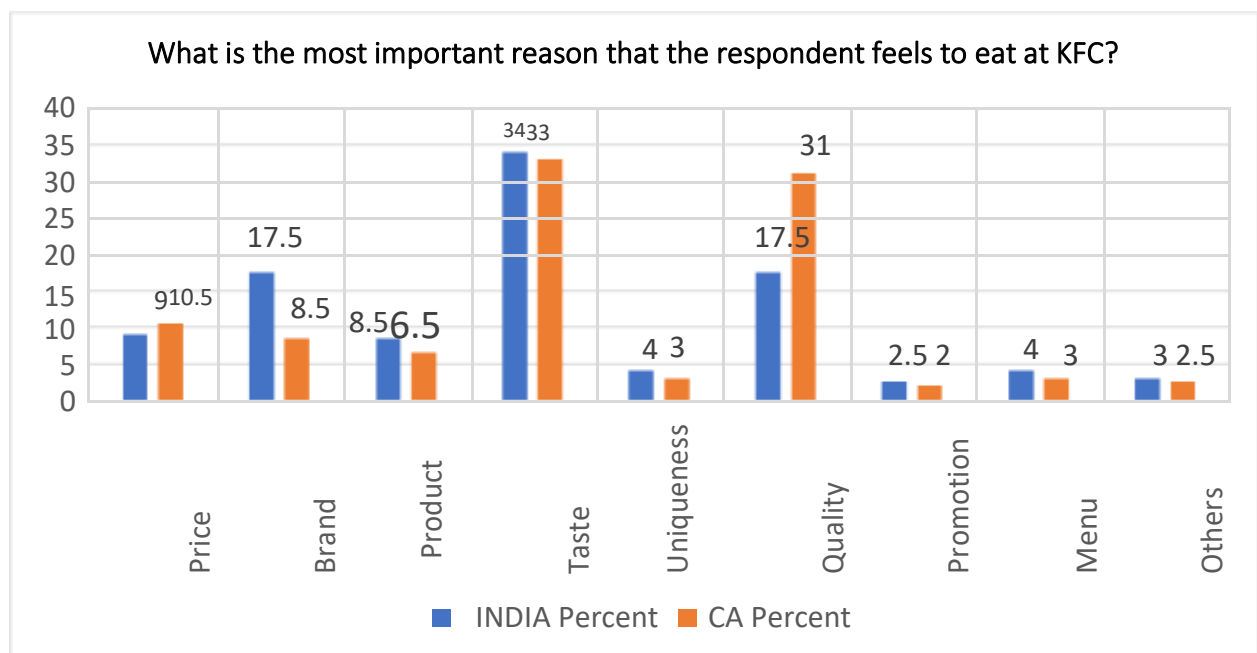
1. From the above table and chart, it can be concluded that 40.5% of Czech and 41.5% of Indian respondents are highly satisfied with the price of the promotion and they feel realistic to them. They agreed that in comparison with other fast food places like, King Burger, Sub-Way and McD, price of KFC food is more reasonable to them.
2. 30% of Czech and 20% of India respondents are satisfied with the price of the promotion, so we can say that almost more than 60% realized the price is realistic one to them.

14. What is the most important reason to eat in KFC for you?

Table 4.19: reason for KFC preference and revisits of customers

What is the most important reason that the respondent feels to eat at KFC?	INDIA		CZ	
	Frequency	Percent	Frequency	Percent
Price	18	9	21	10.5
Brand	35	17.5	17	8.5
Product	17	8.5	13	6.5
Taste	68	34	66	33
Uniqueness	8	4	6	3
Quality	35	17.5	62	31
Promotion	5	2.5	4	2
Menu	8	4	6	3
Others	6	3	5	2.5
	200	100	200	100

Chart 4.19: reason for KFC preference and revisits of customers



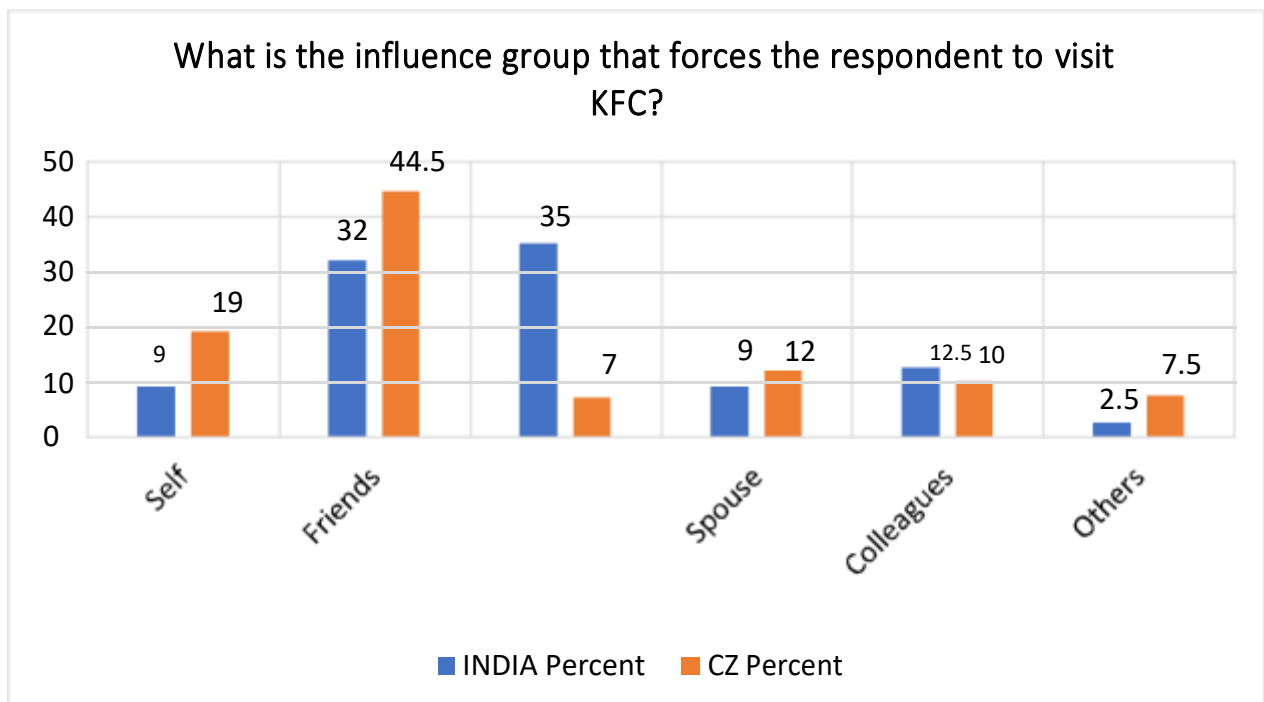
OBSERVATION

1. One third of the population (34% to 33.50%, Indian and Czech customer respectively) said that the most important reason they feel like eating at KFC is the Taste of the food and that what it makes them to visit often it. KFC offers outstanding and consistent taste to them which make them most satisfied and they do frequent visit to KFC due to this.
2. After the taste the second one is quality that matters to customer and its almost on average of the responded agreed on it.

15. The influence group who become the driving force behind the consumers to force them to visit the stores. Table 4.20: reference group that influence KFC visits

What is the influence group that forces the respondent to visit KFC?	INDIA		CZ	
	Frequency	Percent	Frequency	Percent
Self	18	9	38	19
Friends	64	32	89	44.5
Advertisement	70	35	14	7
Spouse	18	9	24	12
Colleagues	25	12.5	20	10
Others	5	2.5	15	7.5
TOTAL	200	100	200	100

Chart 4.20: reference group that influence KFC visits



OBSERVATION

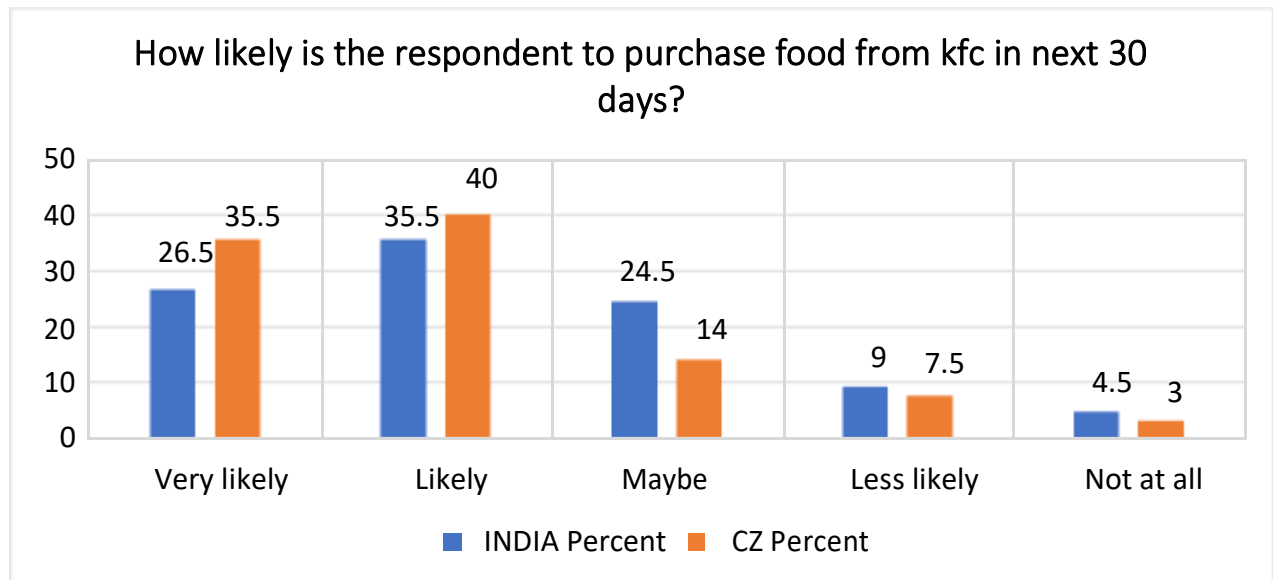
1. 44.5% of Czech and 32% of Indian respondents reveal while study that the friends group forces them to revisit KFC so we can say that yes, the major force that influence them is their close friend circle. 19% of Czech and 9% of Indian respondent said that the do revisit KFC on their own often due to their own choice and not get influenced by any other force. We can also conclude from the above chart that only 7% Czech said that advertisement influence them, so here the main force is friends, family and colleagues for revisits. But for Indian advertisement matters a lot and affect their purchase behavior. 35% of Indian accepted that advertisement is another key thing that influence behavior.

16. How likely are you to purchase food from KFC in the next 30 days?

Table 4.21: visit probability of KFC in next 30 days

How likely is the respondent to purchase food from KFC in next 30 days?	INDIA		CZ	
	Frequency	Percent	Frequency	Percent
Very likely	53	26.5	71	35.5
Likely	71	35.5	80	40
Maybe	49	24.5	28	14
Less likely	18	9	15	7.5
Not at all	9	4.5	6	3
Total	200	100	200	100

Chart 4.21: visit probability of KFC in next 30 days



OBSERVATION

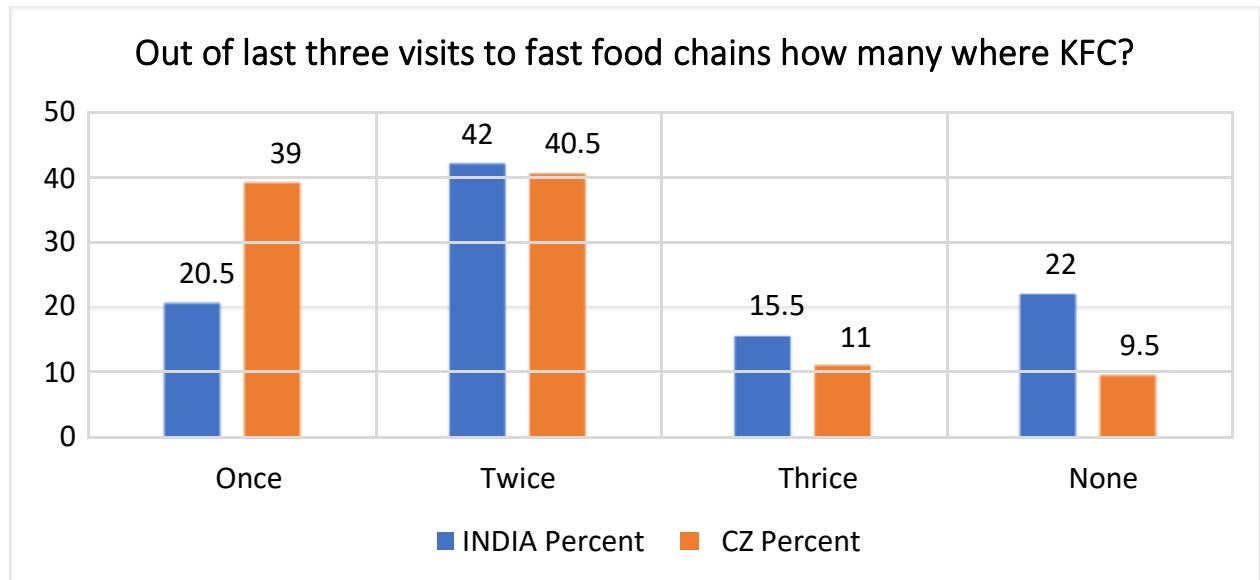
1. When respondents asked question that will you visit KFC in next 30 days period than 40.5% of Czech and 35.5% of India said yes that they will definitely visit KFC. And 35.5 Czech and 26.5% Indian respondent said that they will very likely visit KFC in next 30 days. So, aggregate its total near about 72% of the respondents who said that they will visit KFC in a coming month period. It shows the high degree of consumer behavior towards the acceptance of KFC and its purchase.
2. Only 3% of Czech and 4.5% of Indian respondent said that they are not going for visiting KFC in next 30 days period.

17. Out of your last 3 visits to fast food chains how many where KFC?

Table 4.22: last three visits of customers to food chain

Out of last three visits to fast food chains how many where KFC?	INDIA		CZ	
	Frequency	Percent	Frequency	Percent
Once	41	20.5	78	39
Twice	84	42	81	40.5
Thrice	31	15.5	22	11
None	44	22	19	9.5
Total	200	100	200	100

Chart 4.22: last three visits of customers to food chain



OBSERVATION

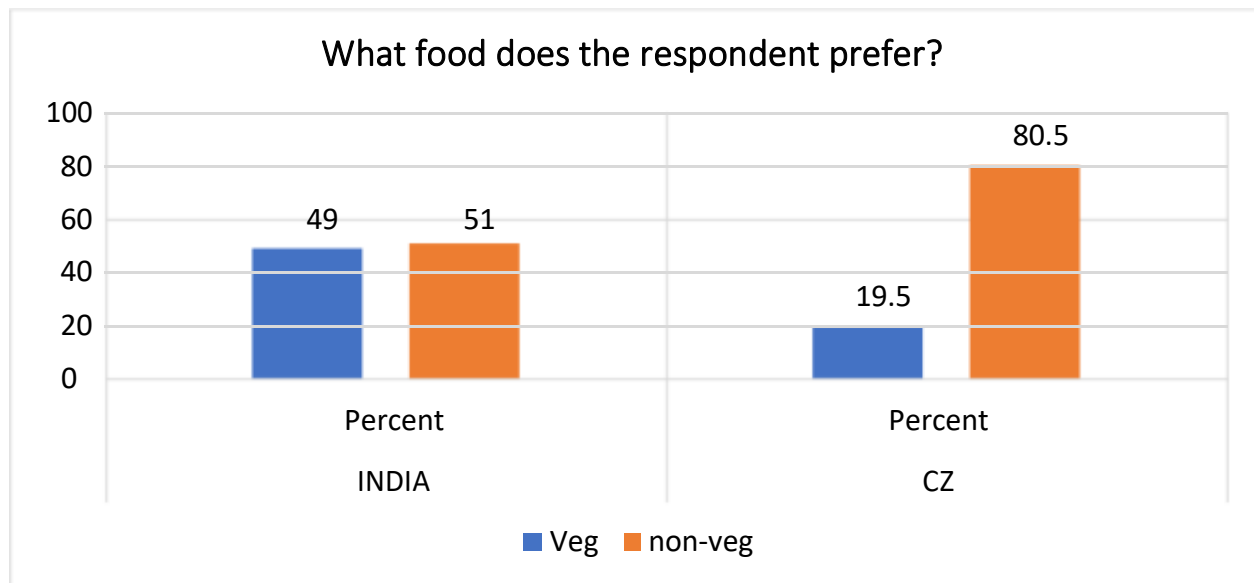
1. From the table and chart, it concluded that out of the last three visits to fast food chains, 40.5% Czech respondents and 42% of Indian visited KFC twice and 15.5% Indian and 11% Czech respondent said they visited three times.
2. Another major area is 39% of the Czech respondent said that once they visited KFC out of their last three visits to fast food chain. This one is also a impressive figure that reflects that people are more visiting KFC over Sub Way and other places in Czech while in in India they visits KFC as well as other food chain too.
3. Only 9.5% of Czech and said that they not visited the KFC in their three times visits to food place which shows almost 90% of Czech have visited in last three visits. While in India its lower to Czech and almost 78% said they visited KFC in their last three visits.

18. What food does the respondent prefer?

Table 4.23: food that respondent prefers most

What food does the respondent prefer	INDIA		CZ	
	Frequency	Percent	Frequency	Percent
Veg	98	49	39	19.5
non-veg	102	51	161	80.5
Total	200	100	200	100

Chart 4.23: food that respondent prefers most



OBSERVATION

1. Out of 200 respondents nearly 80.5% Czech customers said that they prefer non-veg and like to eat nonveg food in KFC while only 19.5% said they buy vegetarian food in KFC.
2. Same in case with Indian KFC customer is that 51% responded that they prefer nonveg while 40% prefer to buy vegetarian food at KFC. Indian are much into vegetarian food still and that’s reason food chain outlets like KFC, Sub Way and McDonald offers special vegetarian option to Indian customers.
3. While in overseas countries like India still people are vegetarian and like to eat such food even at a higher price.

Chapter 5

RESULT AND DISCUSSION

1. Use of fast food is now a day common culture in majority of countries. The busier a nation, there will be more use of FMCG. From the whole analysis chapter, it can be concluded that 95.5% and 97.5% of the respondents in India and Czech respectively agreed that they do visit fast food chain outlet for their food need. It's also observed in Czech Republic that people are visiting as part of their life, they eat there usually while in case of India it's not part of their routine life, besides food at home they do visit KFC with their friends, family as its brand and visiting such place for them is a fun, doing something different, and of course suits with their life status and prestige. So as both countries have the culture to eat outside and use fast food, this have effect on consumer behavior of both nations. So that's the reason
2. It can be clearly seen that mainly KFC is the brand that comes in the mind of Czech customers and 70.5% of the responded said that KFC comes in their mind first. So, KFC is more popular than Indian market. Its cab be noted here that its more even successful in Czech Republic than that of Indian market. It's called mind share also. So, it can be concluded that KFC have 70.5% mind share in European as well as in Indian Market. While in case of India, McDonald is more popular and has 40% of the mind share. No doubt people do visits KFC but as McDonald is offering more vegetarian and KFC is branded for non-vegetarian people. So, it's like the band is positioned as Non-Vegetarian, so those who are pure vegetarian they try to keep themselves out of the KFC brand.
3. In case of comparison with India and Czech, Indian enjoying more social life, leisure time, and fun. And as KFC offer proper seating place, good ambiance and atmosphere so young generation likes this most and as they have more socialize life with friend circle, they prefer more use KFC. In case of Czech, for them friends, family, TV ads and paper adds are the main force that make them visit KFC than on other forces. KFC is such a famous in Czech Republic that at every corner place once can easily find KFC, so it's a routine part of life. They visit KFC, eat their, and go on their work. Another thing is Czech Republic and specifically Prague is one the famous tourist attraction. Lots of foreigner visits round the year. As food is always different in every religion and region, here KFC mainly offers Chicken and then what all non-

vegetarian people use across the world. So, for them its easy place to enter, order, eat and move on.

4. Friends are the main reason that the respondents visit KFC whether its India or Czech. 63% of Czech respondent and 55% of Indian respondent said that they use to visit along with their friends. Friends are the main reason and a company for them to enjoy food. Here difference comes in term of Family and work group. In case of Czech, people are visiting with their family, and work group as well. So, it's more justified by every group and class of customers who visits KFC in Prague.
5. 61.50% of India and 70% of Czech respondents find the advertisements effective and they agreed that it make them more incline towards the KFC and they do visits. Every brand is become popular through different tools of marketing. Digital marketing is the main tool that mainly used now a days by major companies worldwide. KFC is a global brand and used marketing tools perfectly in India. Indian are freer and spend time on mobile, internet and television. They got more influenced by the reference groups.
6. 40% Indian respondent and 46% of Czech respondents are satisfied with sales promotion activity and it attract them towards KFC. We can further conclude that its more effective in CZ than that of India. But more or less they are somewhere nearby so we can conclude that the sales promotion used by KFC is more parallel and almost equal throughout Asian countries.
7. Its revealed from the table and chart that taste matters a lot in purchasing of KFC foods and total 27% Indian and 35.5% Czech respondent agreed on it. Furthermore, we can conclude that Czech people are more concern with the taste and services and jointly it makes total 56% of the total respondents. And same in case of India it makes total 49.5% that favors taste as key element for visiting KFC often by them.
8. The main customers who come to KFC are students, around 60% of the customers here are students in India. While in case of Czech its tourist, work group and friends.
9. When thinking about fast food chain KFC comes to mind first to mind of the people.
10. Major reason for awareness about KFC is due to friends in both countries.
11. The main reason the respondent visit KFC is because of the taste that it has maintained. This is similarity that in both of the nation they prefer it due to its taste.
12. 37.5% of the total Czech responded said that they been visiting KFC over a year. And 55% of the Czech Responded that they been visiting for more than one year. So, in comparison with

India, Czech customers are visiting for long time that reflects the loyalty status and popularity of it in Czech.

13. Friends are the main reason that the respondents visit KFC in both the countries.
14. So finally, we can conclude that promotion has major impact on influence over purchasing behavior. People incline to visit KFC again and again. Both in India and Czech, promotion plays a vital role in influencing consumer behavior.

Chapter 6

CONCLUSION

Price advertising plays a vital role in promotional campaigns to manufacturers and distributors. Sales Marketing produces significant profits and sales can be improved through the use of marketing resources. The advertisers use a range of marketing strategies to provide consumers with an extra incentive to buy their goods and then sell them in traditional ways. Such work is reinforced by Cuizon (2009) study, which claimed that promotional incentives are not only effective in generating short-term revenue, but also more cost-effective relative to other structured marketing communications strategies such as ads.

The overall conclusion of this study is the positive attitude of consumers towards different marketing methods on buying behavior that used by KFC in both the countries. The result of this analysis provided some important knowledge about the effect on consumer purchasing behavior of KFC and its food. Research has found that Price Discount, Visual Surroundings and Buy-One-Get-One-Free i.e. student discount and many more, promotion on a special occasion played a major role in influencing the purchasing behavior of customers at large number. Similar to other fast food chains, people are highly pleased with the cost discounts. Customers are also susceptible to KFC because of the quality of flavor, sanitation, cost and other deals are extremely aggressive and much incline to buy KFC food in different markets both in India as well as in Czech Republic. The taste, quality standard, consistency in food quality, services, frequent improvements in marketing mix of KFC in both countries are exactly addressed as per consumer behavior and the cultural factors.

Lastly, we conclude that, KFC has to start with Table service facility because the respondents are not happy with the self-service and they have to wait for more time in the queue. This is what can help KFC more in Indian market as customer are more habitual of this kind of system while in European market the KFC is doing well, and customer have accepted over other brands like King Burger, Sub Way and McDonald. As a consequence of the research work it has been found that there is great impact of sales promotion on sales of the at KFC.

Cultural factors are extremely critical to examine while designing the marketing mix, as in the year 2014 KFC started a campaign in India under the title “so veg, so good”. This was started in India exclusively because majority of Indians are vegetarian, and KFC was benchmarked as nonveg food outlet so vegetarian people were avoiding even passing through its stores. So, they tried to change the whole perception by doing aggressive campaign that focusing on vegetarian options, and they

are offering veg foods as well to all. So, change in the marketing mix because of the culture of India, they successfully established themselves in Indian market.

General suggestion to KFC are; Billing services should be fast, all counters should be used for billing, if one wants more options for vegetarians, the menu should be increased for veg options, home delivery services should start, less time to be spent on order delivery, Cleanliness should be taken care of.

It should introduce new products that are in line with more vegetarian options for Indian market. While for Czech market KFC is already doing a great business with variety of products.

KFC should improve its product packaging such that it is more convenient to transport and use. Its packaging should also be visually appealing so that customers are attracted to it and buy more products. KFC also offers drive through and for that packing is a very crucial point for the marketing too.

For capturing more market, KFC should introduce discounts and other benefits in Indian market as there is great competition and Indian are preferring King Burger and McD more over KFC. So, price strategy can help in convincing and attracting more customers. While in that of Czech the price is more reasonable but though KFC should use psychological pricing and try to uplift more market share. KFC should introduce new products with a price penetration strategy where it offers an initial lower price than competitors to gain market share. This will ensure that new products that are introduced are used by and become more popular than that of competition.

Another suggestion to KFC in both the location is to focus on improving its online website. Buying online also a fun for customer and free delivery in limited distance is also another tool to capture good market. Website should be more and more user-friendly and easier to use.

KFC would open retail stores owned by the group, selling all its items. This would ultimately save the company's profits as there would be no distributor and wholesaler premiums.

KFC should hire and include influencers in its advertisements on social media such as bloggers or popular TV / movie stars. To promote KFC, bloggers may post content on their

social media pages. Throughout television advertisements, TV / movie stars can be included to boost consumer awareness of the brand.

KFC should launch an advertising campaign where customers on all media platforms get a consistent message. This will help to increase brand awareness within consumers' minds.

To boost online traffic on its website, KFC will undertake various digital marketing techniques. These include a banner commercial, automation of the search engine and the development of its website.

KFC will render more appropriate social media posts for its target audience. The articles should also be such that users are encouraged to take more action such as exchanging posts with friends or leave feedback in the form of comments. It should include the latest trends in social media including hashtags, emoji, etc.

KFC will start collecting customer data and giving them updates via email or SMS, resulting in repetitive customer transactions.

For its sales force, customer services and buying people, KFC should undergo training as they play a vital role in delivering value to customers.

In order to increase productivity and timely delivery to consumers, KFC should use machines across its various processes, in Czech mainly students are working and their stability, their time management are hampering the performance on delivery. While in case of India, mainly employees are regular so they consistently manage the delivery period. So Czech has to work on this to improve the delivery speed.

KFC should always try ways to evolve and enhance its cost-effectiveness and cost-effectiveness methods, with cost savings leading to reduced prices of its foods, as Indian consumers are more cost sensitive and they compare with other food chain also.

KFC should gather feedback from its customers on its packaging in order to improve it in Czech as well as in India.

Overall the study reveals that KFC is good in promoting its sales and new products in both the countries.

Chapter 7

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8 Appendices

8.1 ANNEXURE (QUESTIONNAIRE)

Name: _____

Age

- 15-25
- 25-35
- 35-45
- More than 45

Gender

- Male
- Female

You are a

- Student
- Business Executive
- Office
- Professional
- Self-employed
- Others

Contact: _____

1. Do you visit fast food chains?

- Yes
- No

2. Which is the first fast food chain that comes in your mind when you want to visit?

- KFC
- Dominos
- Mc D
- Others

If others please specify _____

3. How did you get to know about KFC? Select one which is most relevant and highest in number.

- Friend's
- Tv Adds
- Family
- Internet
- Paper advertisements
- Hoardings/Billboards
- Heard of it

4. What made you visit KFC?

- Price
- Atmosphere
- Menu
- Taste
- Ambiance
- Offers
- Customer service (employee behaviour)
- Quick service

5. How often do you visit KFC?

- Daily
- Once in a fortnight
- Rarely
- Once a week
- Once a month

6. How long have you been visiting KFC?

- 3 months
- 1 year
- 6 months
- More than that

7. With whom do you visit often?

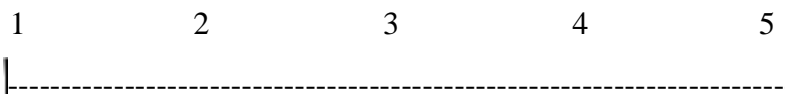
- Family
- Colleagues
- Friends
- Others

8. Do you find the advertising effective?

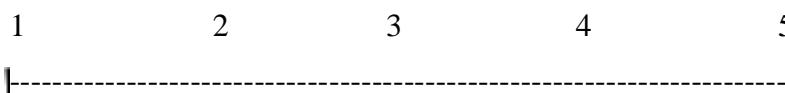
- Yes
- Sometimes
- No

9. How would you rate on a scale of 1-5?(1 being the least – 5 being highest)

a) The overall quality of KFC relationship with customers, considering all of sales promotion strategies employed



b) Your level of overall satisfaction with sales promotion strategies used by KFC?



10. Which of the food joint do you prefer the most and why?

- KFC
- MCD
- DOMINOS

11. What according to you is the unique selling proposition of KFC?

- Price
- Location
- Ambiance
- Customer service (employee behaviour)
- Menu
- Atmosphere
- Taste
- Offers
- Quick service

12. Does the packaging play any role in the buying of the food?

- Yes
- No

13.a) Are you aware of the sales promotion programme of KFC?

- Yes
- No

b) If yes does the sales promotion of KFC incline you to come back?

Yes No

Maybe

14. Is the price of the promotion items of KFC is realistic compared to other fast food restaurants?

|-----|

Highly Satisfactory

Highly Dissatisfactory

15. What is the most important reason to eat in KFC for you?

- | | |
|-------------------------------------|------------------------------------|
| <input type="checkbox"/> Price | <input type="checkbox"/> quality |
| <input type="checkbox"/> Brand | <input type="checkbox"/> Promotion |
| <input type="checkbox"/> Product | <input type="checkbox"/> Menu |
| <input type="checkbox"/> Taste | <input type="checkbox"/> Ambience |
| <input type="checkbox"/> Uniqueness | <input type="checkbox"/> Others |

16. What kind of consumer promotion do you find is most attractive?

Please specify _____

17. The influence group who become the driving force behind the consumers to force them to visit the stores.

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Self | <input type="checkbox"/> Spouse |
| <input type="checkbox"/> Friend's | <input type="checkbox"/> Colleagues |
| <input type="checkbox"/> Advertisements | <input type="checkbox"/> Others |

18. How likely are you to purchase food from KFC in the next 30 days?

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Very likely | <input type="checkbox"/> Less likely |
| <input type="checkbox"/> Likely | <input type="checkbox"/> Not at all |
| <input type="checkbox"/> Maybe | |

19. What services would you like to improve at KFC?

20. Out of your last 3 visits to fast food chains how many where KFC?

- | | |
|---------------------------------|--------------------------------|
| <input type="checkbox"/> Once | <input type="checkbox"/> Twice |
| <input type="checkbox"/> Thrice | <input type="checkbox"/> None |

21. What food do you prefer in KFC?

- | | |
|------------------------------|----------------------------------|
| <input type="checkbox"/> Veg | <input type="checkbox"/> Non-veg |
|------------------------------|----------------------------------|

22. Rate your level of satisfaction on the following Attributes.

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied
Taste	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Price	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Service quality	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
cleanliness	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Variety	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Packaging Facility	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Advertising Campaigns	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

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Abbreviation Used

Abbreviation	Full Form
CZ	Czech Republic
CZK	Czech Corona
FMCG	Fast Moving Consumer Goods
IANS	Indo-Asian News Service
KFC	Kentucky Fried Chicken
LCD	Liquid Display
PETA	People for Ethical Treatment of Animals
PFK	Poulet Frit Kentucky
UNESCO	The United Nations Educational, Scientific and Cultural Organization
YRI	Yum! Restaurant's International

8.2 Photographs.



-5-IN-1 BOXES-



Zinger Meal Box ₹219

Zinger Burger, 2pc Hot Wings,
1pc Veg Strips, Pillsbury, Pepsi Can

Rice Meal Box ₹219

Rice Bowlz, 1pc Hot & Crispy,
2pc Hot Wings, Pillsbury, Pepsi Can

-A LA CARTE-



Snacks

- Popcorn Chicken Lrg. ₹180
- Boneless Strips 6pc. ₹205
- Boneless Strips 3pc. ₹120
- Hot Wings 4pc. ₹120
- Veg. Strips* 4pc. ₹110
- Veg Longer ₹65

Sides

- Extra Cheese ₹20
- Extra Dips ₹25

Packaged Beverages

- Red-Bull Energy Drink MRP

Kyllingstykker af Original Recipe

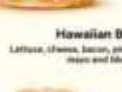
8 stk	149 kr
12 stk	199 kr
15 stk	239 kr
21 stk	319 kr

BURGERS

Colonel's Stack
Lettuce, tomato, cheese, bacon, and big sauce.



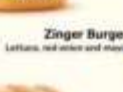
Aioli Bacon Burger
Lettuce, tomato, cheese, bacon, crispy onion straws and aioli sauce.



Hawaiian Burger
Lettuce, cheese, bacon, pineapple, mayo and big sauce.



Tower Burger
Lettuce, cheese, hash brown, mayo and tomato mustard sauce.



Zinger Burger
Lettuce, red onion and mayo.



Colonel Burger
Lettuce, tomato, red onion and mayo.

Big Snack Burger
Cheese Snack Burger
Snack Burger
Veggie Burger



TWISTERS & SALAD

With your choice of sauce:
Pepper Mayo, Sweet Chili,
Super Charged and Aioli.



Shaker Salad
w/ Popcorn Chicken



INDIVIDUAL MEALS

All meals include reg Potato & Gravy, Chips & Drink. Swap reg Sides for an extra \$0.50.

Deluxe Quarter Pack

3pc Chicken, reg Coleslaw, Bread Roll, Mayo Bar.

Ultimate Burger Meal

Colonel Burger, 1pc Chicken.

Superstars Meal

1pc Chicken, Wicked Wing, Mini Popcorn Chicken, Secret Recipe Tender, Bread Roll.

3pc Quarter Pack

3pc Chicken, Bread Roll.

Boneless Box Meal

2 Secret Recipe Tendrils, Mini Popcorn Chicken.

2pc Quarter Pack

2pc Chicken, Bread Roll.

LUNCH FROM \$5

Swap reg Sides for an extra \$0.50.

Snack Lunch

Snack Burger, 1pc Chicken, reg Chips and Drink.

Popcorn Chicken Lunch

Mini Popcorn Chicken, reg Potato & Gravy, Chips and Drink.

Colonel's Lunch

2pc Chicken, reg Chips.

Wicked Lunch

3 Wicked Wings, reg Chips and Drink.

Slider's Lunch

Any Slider, reg Chips.

BUCKET MEALS

Swap 1pc Sides for an extra \$1.

Jumbo Bucket

20pc Chicken, 2 1pc Potato & Gravy, 2 1pc Chips, 1pc Coleslaw, 1SL Drink.

XL Bucket

Male Chicken, 2 1pc Potato & Gravy, 2 1pc Chips, 1pc Coleslaw, 1SL Drink.

Party Pack

12pc Chicken, 1pc Potato & Gravy, 2 1pc Chips, 1SL Drink.

Family Feast

8pc Chicken, 1pc Potato & Gravy, 2 1pc Chips, 1SL Drink.

Wicked Meal

8pc Chicken, 6 Wicked Wings, 1pc Potato & Gravy, 1pc Chips, 1SL Drink.

Dinner for 2

8pc Chicken, 2 reg Potato & Gravy, 2 reg Chips, 2 reg Drinks.

Colonel's Dinner

8pc Chicken, 1pc Potato & Gravy, 1pc Chips.

Value Meal

8pc Chicken, 1pc Potato & Gravy, 1pc Chips.

SIDES & SAUCES

Salad

Chips, Coleslaw, Gravy, Potato & Gravy Reg Lge

Bean Salad

Chocolate Mousse, Cookies & Cream Mousse, Strawberry Cheesecake

Secret Recipe Chicken

Bread Roll

SAUCES: BBQ, Daily Aioli or Sweet Chili.

WINGS & SNACKS

Wicked Wings

20 Pack 8 Pack
12 Pack 3 Pack

Snacks

Reg Popcorn Chicken
2 Pack Secret Recipe Tendrils
6 Pack Nuggets
Mini Popcorn Chicken

Snack Boxes

2 Wicked Wings with chips
Popcorn Chicken with chips
1pc Secret Recipe Chicken with chips
4 Nuggets with chips

Sliders

Choose from: Aioli, BBQ Sauce with Crispy Onion Straws or Pepper Mayo sauce.



DRINKS

Coke Range Reg Lge 1.5L

Krusher Reg Lge

Juice

Water

Coffee/Tea



For restaurant and display information visit our product page at [kfc.com](#)

BURGERS

CHICKEN ZINGER \$150

VEG ZINGER \$130



KRUNCHY BURGER \$160

ADD \$89 FOR MEAL

RICE

RICE BOWLZ WITH PEPSI

VEG STRIPS \$165

POPCORN CHICKEN \$165

SMOKY GRILLED \$200

CHICKEN

HOT & CRISPY/SMOKY GRILLED

2 pc | \$195 6 pc | \$339

4 pc | \$368 8 pc | \$699



MINGLES BUCKET \$249

3 pc Boneless Strips

6 pc Hot Wings

DUO BUCKET MEAL \$499

4 pc Hot & Crispy

4 pc Boneless Strips

2 Pepsi Can

DIPS BUCKET \$499

12 pc Boneless Strips

+ 4 Dips

BIG B \$449 MEAL \$599

4 pc Smoky Grilled

4 pc Hot & Crispy

+ 4 pc Hot Wings & 2 Pepsi Can

CHICK & SHARE \$365 MEAL \$469

Xtra Large Popcorn

or 5 pc Hot & Crispy

or 10 pc Strips

FRIENDSHIP BUCKET \$615 MEAL \$660

3 pc Hot & Crispy

3 pc Hot Wings

3 pc Boneless Strips

Large Popcorn

TRIPLE TREAT \$649

4 pc Hot & Crispy

4 pc Smoky Grilled

6 pc Boneless Strips

SAVE 38%



Prices not inclusive of all taxes.

5-IN-1 MEAL BOX

KRUNCHY BOX \$239

ZINGER BOX \$229

RICE BOX \$229



A LA CARTE

Snacks

Popcorn \$189

Chicken Lrg \$219

Boneless Strips, 6 pc \$135

Boneless Strips, 3 pc \$125

Hot Wings, 4 pc \$120

Veg Strips* 4 pc \$70

Veg Longer \$70

Sides

Extra Cheese \$20

Extra Dips \$25

Packaged Beverages

Red Bull Energy Drink MRP

Pepsi

*All sides & products contain added preservatives for freshness.

Get the maximum fun from your meal. Visit [kfc.com](#) for more information.

Prices not inclusive of all taxes.

Delivery times may vary based upon existing operating conditions. Delivery charges of \$5.99 (including GST) will be levied on every delivery order. Delivery will be made only within 300 miles of the store. All delivery orders before 6:00 PM delivery times only. Closures and availability subject to the retailer's or the responsibility of the vendor. Please always call ahead with any special requests. Menu and items prone to change to availability by delivery. Tax Exempt orders for sale. Associate the appropriate store name and address in any text without giving your name. Product images are for illustrative purposes only. Actual product may vary.

CashFry

BURGERS

VEG ZINGER | ₹130

CHICKEN ZINGER | ₹150

KRUNCHY BURGER | ₹160

ADD ₹89 FOR MEAL

RICE

RICE BOWLZ WITH PEPSI

VEG. STRIPS* | ₹165

POPCORN CHICKEN | ₹165

SMOKY GRILLED | ₹200

CHICKEN

HOT & CRISPY / SMOKY GRILLED

2 pc | ₹189 6 pc | ₹525

4 pc | ₹360 8 pc | ₹630

BONELESS STRIPS

HOT & CRISPY

SMOKY GRILLED

POP CORN CHICKEN

MINGLES BUCKET | ₹249

3 pc Boneless Strips
6 pc Hot Wings

DIPS BUCKET | ₹479

12 pc Boneless Strips
+ 4 Dips

TRIPLE TREAT | ₹649

4 pc Hot & Crispy
4 pc Smoky Grilled
6 pc Boneless Strips

BIG 8 | ₹449

4 pc Smoky Grilled
4 pc Hot & Crispy

FRIENDSHIP BUCKET | ₹615

3 pc Hot & Crispy
3 pc Hot Wings
3 pc Boneless Strips
Large Popcorn

MEAL | ₹599

4 pc Hot Wings &
2 Pepsi Can

MEAL | ₹469

Xtra Large Popcorn
or 5 pc Hot & Crispy
or 10 pc Strips

MEAL | ₹660

+ 2 Pepsi Can

SAVE 38%

Prices may vary due to GST & taxes

dezerty

VANILKOVÁ ZMRZLINA (dornoutěk ①) min. 85 g ⑦	25 Kč
MUFFIN (mumrazivo) min. 110 g ①③⑤⑥⑦⑧	35 Kč
CREAMIES ZMRZLINOVÉ DEZERTY min. 130 g 45 Kč	
Karamel ③⑤⑥⑦⑧, Jahoda ①③⑥⑦, Čokoláda ⑤⑦⑧	
SHAKES ②	
Karamel ⑥⑦, Jahoda ⑦, Čokoláda ⑦, Arašidový ⑤⑦	
BĚŽNÝ 180 ml	39 Kč
VELKÝ 300 ml	49 Kč
<small>☉ V rámci přílohy jídla + sálá s obsahem prouduje i s alergeny, jako např. s arašidy nebo ořechy. Vybíráme k tomu, že určitě budete pro přípravu našel, není vyžadováno, že mohou přitit do dýho + výše uvedených, alergeny</small>	
SLADKÉ MENU ①③⑤⑥⑦⑧	55 Kč
(Muffin + Americano 0,2 l nebo čaj)	

přílohy

HRANOLKY	
BĚŽNÁ PORCE min. 70 g	29 Kč
VELKÁ PORCE min. 105 g	39 Kč
KYBLÍK HRANOLKŮ min. 240 g	59 Kč
BRAMBOROVÁ KAŠE S OMÁČKOU min. 220 g ①⑦	45 Kč
KUKUŘICE min. 190 g ⑦	45 Kč
OMÁČKA DLE AKTUÁLNÍ NABÍDKY	8 Kč
Orientální ⑥, BBQ ⑩, Česneková ⑦⑩, Tatarská ③⑩, Hot and Spicy, Sweet Chili, Kečap ⑦	
DIPPER SET TŘÍ OMÁČEK DLE VLASTNÍHO VÝBĚRU	20 Kč
KUŘECÍ OMÁČKA min. 30 g	12 Kč

saláty

COLESLAW ZELNÝ SALÁT min. 140 g ③	39 Kč
MALÝ GARDEN min. 77,5 g 39 Kč	
salátový mix s rajčicem a okurkou	
CAESAR GRILL min. 180 g ⑦ 109 Kč	
s grilovaným kuřecím masem, parmezánem, provensálskými bylinkami a dresinkem dle nabídky	
PICCANTE min. 300 g ①⑦ 109 Kč	
s plátky pikantního kuřecího masa, sýrem, dýňovými semínky a dresinkem dle nabídky	
SALÁTOVÉ MENU	
CAESAR GRILL ①③⑦⑩ / PICCANTE ①⑦ 129 Kč	
salát, džus 0,33 l	
SALÁTOVÝ DRESINK RŮZNÉ DRUHY 10 Kč	
Caesar ①③④⑥⑦⑩, Vinaigrette ⑩, Piccante ③⑦	

CLASSIC BOX	159 Kč
2x porce kafele Kentucky (2x min. 75g), 5x Hot Wings™ (5x min. 25 g), velká porce hranolků (min. 105 g), bezedrný nápoj	
STRIPS DELUXE BOX	165 Kč
5 Strips (5x min. 25 g), 3 Hot Wings™ (3x min. 25 g), velká porce hranolků (min. 105 g), omáčka podle výběru, bezedrný nápoj	
QURRITO BOX	169 Kč
Qurrito (min. 210 g), 5x Hot Wings™ (5x min. 25 g), velká porce hranolků (min. 105 g), bezedrný nápoj	
TWISTER SÝR – SLANINA BOX	169 Kč
Twister Sýr – Slanina (min. 185 g), 5x Hot Wings™ (5x min. 25 g), velká porce hranolků (min. 105 g), bezedrný nápoj	
GRILL CLASSIC SENDVIČ BOX	169 Kč
Grill Classic sendvič (min. 200 g), 5x Hot Wings™ (5x min. 25 g), velká porce hranolků (min. 105 g), bezedrný nápoj	
TEXAS GRANDER™ BOX	179 Kč
Texas Grander™ (min. 280 g), 5x Hot Wings™ (5x min. 25 g), velká porce hranolků (min. 105 g), bezedrný nápoj	
ZINGER™ / ZINGER™ GRILL DOUBLE BOX	189 Kč
Zinger™ Double/ Zinger™ Grill Double (min. 240 g), 5x Hot Wings™ (5x min. 25 g), velká porce hranolků (min. 105 g), bezedrný nápoj	

kyblíky*

15 HOT WINGS™ KYBLÍK	209 Kč
15x Hot Wings™ (15x min. 25 g), 2x běžná porce hranolků (2x min. 70 g)	
30 HOT WINGS™ KYBLÍK	319 Kč
30x Hot Wings™ (30x min. 25 g), 4x běžná porce hranolků (4x min. 70 g)	
KYBLÍK 11/11	319 Kč
11x Hot & Spicy™ Strips (11x min. 25 g), 11x Hot Wings™ (11x min. 25 g)	
KYBLÍK CLASSIC	209 Kč
4x Hot & Spicy™ Strips (4x min. 25 g), 4x Hot Wings™ (4x min. 25 g), 2x porce kafele Kentucky (2x min. 75 g), 2x běžná porce hranolků (2x min. 70 g)	
KYBLÍK CLASSIC XL	399 Kč
8x Hot & Spicy™ Strips (8x min. 25 g), 8x Hot Wings™ (8x min. 25 g), 4x porce kafele Kentucky (4x min. 75 g), 4x běžná porce hranolků (4x min. 70 g)	
KYBLÍK STRIPS & BITES PRO 2	239 Kč
5x Hot & Spicy™ Strips (5x min. 25 g), min. 240 g Bites, 2x běžná porce hranolků (2x min. 70 g)	
KYBLÍK STRIPS & BITES PRO 4	399 Kč
10x Hot & Spicy™ Strips (10x min. 25 g), min. 400 g Bites, 4x běžná porce hranolků (4x min. 70 g)	

kuřecí kousky

KUŘE KENTUCKY

min. váha nožičky 75 g, křídla 77 g, prsa 123 g, žebra 105 g, stehna 119 g ①③⑦

1 PORCE 45 Kč

2 PORCE 79 Kč

HOT WINGS™ min. 25 g/ks ①

3 KS 45 Kč

5 KS 69 Kč

8 KS 109 Kč

HOT & SPICY™ STRIPS min. 25 g/ks ①

3 KS 59 Kč

5 KS 89 Kč

8 KS 139 Kč

BITES ①

STANDARD min. 180 g hotového produktu 109 Kč

GRANDE min. 300 g hotového produktu 169 Kč

boxy*

ITWIST / ITWIST GRILL BOX 149 Kč

2x iTwist / iTwist Grill (2x min. 115 g), 5x Hot Wings™ (5x min. 25 g),
velká porce hranolku (min. 105 g), bezedný nápoj

LONGER™ BOX 149 Kč

2x Longer™ (2x min. 115 g), 5x Hot Wings™ (5x min. 25 g),
velká porce hranolku (min. 105 g), bezedný nápoj

HOT WINGS™ BOX 149 Kč

9x Hot Wings™ (9x min. 25 g), velká porce hranolku (min. 105 g), bezedný nápoj

TWISTER / TWISTER GRILL BOX 165 Kč

Twister / Twister Grill (min. 185 g), 5x Hot Wings™ (5x min. 25 g),
velká porce hranolku (min. 105 g), bezedný nápoj

ZINGER™ / ZINGER™ GRILL BOX 165 Kč

Zinger™ / Zinger™ Grill (min. 180 g), 5x Hot Wings™ (5x min. 25 g),
velká porce hranolku (min. 105 g), bezedný nápoj

menu sendviče*

ITWIST / ITWIST GRILL MENU	109 Kč
2x iTwist / iTwist Grill (2x min. 115 g), velká porce hranolků (min. 105 g), bezedný nápoj	
LONGER™ MENU	109 Kč
2x Longer™ (2x min. 115 g), velká porce hranolků (min. 105 g), bezedný nápoj	
TWISTER / TWISTER GRILL MENU	125 Kč
Twister / Twister Grill (min. 185 g), velká porce hranolků (min. 105 g), bezedný nápoj	
ZINGER™ / ZINGER™ GRILL MENU	125 Kč
Zinger™ / Zinger™ Grill (min. 180 g), velká porce hranolků (min. 105 g), bezedný nápoj	
TWISTER SÝR - SLANINA MENU	129 Kč
1x Twister Sýr - Slanina (min. 185 g), velká porce hranolků (min. 105 g), bezedný nápoj	
GRILL CLASSIC SENDVIČ MENU	129 Kč
1x Grill Classic sendvič (min. 200 g), velká porce hranolků (min. 105 g), bezedný nápoj	
QURRITO MENU	129 Kč
1x Qurrito (min. 210 g), velká porce hranolků (min. 105 g), bezedný nápoj	
TEXAS GRANDER™ MENU	139 Kč
Texas Grander™ (min. 280 g), velká porce hranolků (min. 105 g), bezedný nápoj	
ZINGER™ / ZINGER™ GRILL DOUBLE MENU	149 Kč
Zinger™ Double / Zinger™ Grill Double (min. 240 g), velká porce hranolků (min. 105 g), bezedný nápoj	

menu s kuřetem*

KID'S MENU	85 Kč
60 g hotových bites nebo 1x iTwist Grill (min. 101 g) nebo 1x porce kuřete Kentucky (min. 75 g), běžná porce hranolků (min. 70 g), bezedný nápoj, hračka	
HRAČKA	59 Kč
HOT WINGS™ MENU	109 Kč
5x Hot Wings™ (5x min. 25 g), velká porce hranolků (min. 105 g), bezedný nápoj	
STRIPS MENU	109 Kč
3x Hot & Spicy™ Strips (3x min. 25 g), velká porce hranolků (min. 105 g), bezedný nápoj, omáčka	
CLASSIC MENU	119 Kč
2x porce kuřete (2x min. 75 g), velká porce hranolků (min. 105 g), bezedný nápoj	
BITES MENU STANDARD	149 Kč
min. 180 g hotových bites, velká porce hranolků (min. 105 g), bezedný nápoj	
BITES MENU GRANDE	209 Kč
min. 300 g hotových bites, velká porce hranolků (min. 105 g), bezedný nápoj	

Dárková karta

Praktický dárek, který lze nabít na libovolnou hodnotu od 200 do 5000 Kč.

Kyblík Best Of KFC*

KYBLÍK PRO JEDNOHO

89 Kč

1x Kentucky nádobka (min. 75 g), 2x Hot wings (min. 25 g/ks), 45 g hotových Bites,
1x běžná porce hranolků (min. 70 g)

b-smart*

B-SMART LONGER™

39 Kč

1x Longer™ (min. 115 g), běžná porce hranolků (min. 70 g)

B-SMART iTWIST

39 Kč

1x iTWist H&S nebo Grill (min. 101 g), běžná porce hranolků (min. 70 g)

B-SMART STRIPS

39 Kč

2x Hot & Spicy™ Strips (2x min. 25 g), běžná porce hranolků (min. 70 g)

B-SMART PORCE KUŘETE

39 Kč

1x porce kuřete Kentucky (min. 75 g), běžná porce hranolků (min. 70 g)

B-SMART LONGER™ XL

75 Kč

1x Longer™ (min. 115 g), porce kuřete Kentucky (min. 75 g),
velká porce hranolků (min. 105 g)

B-SMART iTWIST XL

75 Kč

1x iTWist H&S nebo Grill (min. 101 g), porce kuřete Kentucky (min. 75 g),
velká porce hranolků (min. 105 g)

sendviče

LONGER™ min. 115 g/ks (1)(6)(11)

35 Kč

iTWIST min. 120 g/ks (1)(3)(10)

35 Kč

iTWIST GRILL min. 101 g/ks (1)(3)(10)

35 Kč

ZINGER™ / ZINGER™ GRILL min. 180 g/ks (1)(3)(6)(10)(11)

85 Kč

TWISTER / TWISTER GRILL min. 185 g/ks (1)(3)(10)

85 Kč

TWISTER SÝR - SLANINA min. 185 g/ks (1)(3)(6)(7)(10)

89 Kč

GRILL CLASSIC SENDVIČ min. 200 g/ks (1)(3)(7)(10)

89 Kč

QURRITO min. 210 g/ks (1)(3)(7)(10)

89 Kč

TEXAS GRANDER™ min. 280 g/ks (1)(3)(6)(7)(10)(11)

99 Kč

ZINGER™ / ZINGER™ GRILL DOUBLE min. 240 g/ks (1)(3)(6)(10)(11) 109 Kč

PLÁTEK SÝRU min. 10 g (7)

8 Kč

PLÁTEK RAJČETE min. 20 g

5 Kč

SLANINA min. 20 g (6)

8 Kč